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McKay

**NURSERY
COMPANY**

GENERAL OFFICES • MADISON, WISCONSIN
NURSERIES • WATERLOO, WISCONSIN

*Wisconsin's
Greatest
Nursery*



*"Mighty Oaks
from tiny
Acorns
grow"*

The loyalty of thousands of customers throughout the Northwest is the reason why McKay's is rightly known as "Wisconsin's Greatest Nursery." Since shortly after the turn of the century, in 1901, our many customers have called upon McKay's, time after time, to supply them with high quality nursery stock. We share your enthusiasm for the finest—and take great pride in watching your McKay plantings increase in size, beauty, and productivity. To our customers—old and new—we pledge continuing maintenance of the high standards we have set, and look forward to serving your nursery stock needs in the years ahead.

W. G. McKay

McKay's WISCONSIN

A TRADITION OF QUALITY WILL FOREVER BE MAINTAINED

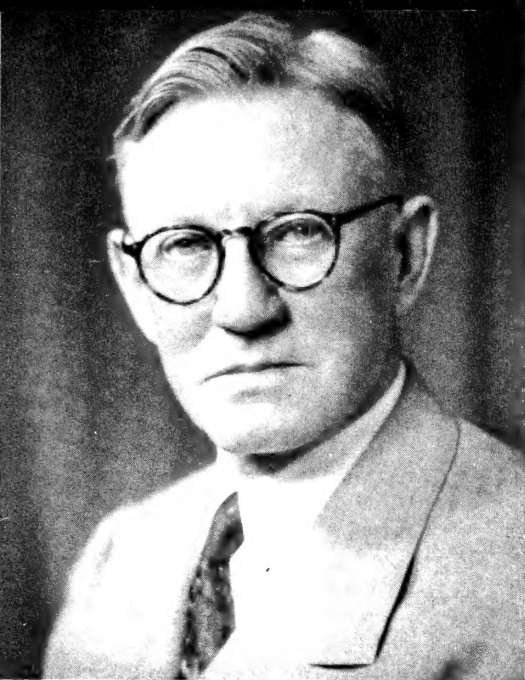
In the future, as in the past, McKay's will stress the importance of high quality in its planning, stock growing, and planting. This three-fold service, guided by department heads with long experience in the nursery business, assures you of complete satisfaction. Read this catalog with the assurance that you can depend upon the services and stock described. High quality throughout, we believe, more than any other reason, is responsible for McKay's ranking as "Wisconsin's Greatest Nursery."



KARL JUNGINGER
Executive Vice-President

*We are
at your
Service*

These McKay executives have years of experience in advising the most appropriate nursery plantings for your every requirement. They will appreciate the opportunity to prove McKay's genuine interest in the success of your plans.

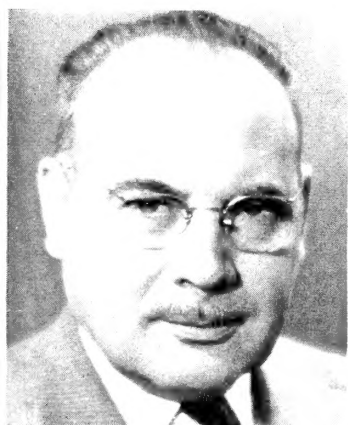


William G. McKay

WILLIAM G. MCKAY, President and General Manager of the McKay Nursery Company, had an early introduction to the business of growing things, for he spent his youth on a farm in Columbia County, Wisconsin. This experience, combined with a business education, qualified him for the successful management of the nursery company which he organized in 1901. Under Mr. McKay's supervision, more than 650 acres have been developed near Waterloo, Wisconsin, making McKay's "Wisconsin's Greatest Nursery."

It's not a home until it's planted • It's not a farm without an orchard

N'S GREATEST NURSERY



WILLARD H. GORMAN
Secretary-Treasurer



EDWARD A. PETRANEK
Vice-President



EDWARD E. RIESOP
General Nursery Foreman



VICTOR J. HEIDEMANN
Ass't Nursery Foreman



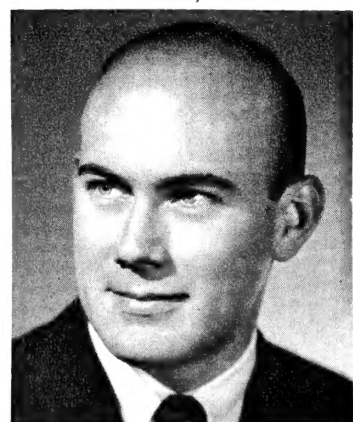
ARNO W. KURTH
Graduate Landscape Architect



CLAIR B. MULHERN
Supervisor of Salesmen

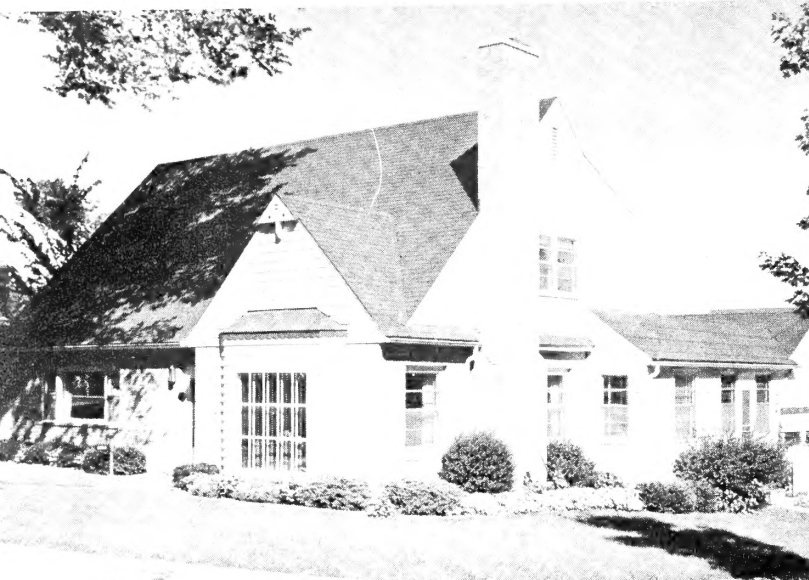


KENNETH J. ALTORFER
Graduate Landscape Architect



ROBERT L. WOLF
Asst. Supervisor of Salesmen

Home of Dr. & Mrs. E. F. Kortemeier, Freeport, Illinois (right). Floribunda Roses used in mass plantings provide a living bouquet to be viewed from inside and out.



Home of Mr. & Mrs. H. E. Postweiler, Madison, Wisconsin. A well balanced planting of evergreens and shrubs provides year-around color.



Home of Dr. & Mrs. E. F. Kortemeier, Freeport, Illinois (right). Evergreen plantings properly arranged blend this beautiful home with the surroundings.

McKay's RESIDENCE



Home of Mr. & Mrs. James P. Reed, Madison, Wisconsin. Shade trees frame this lovely residence attractively designed by McKay.

Home of Mr. & Mrs. Roy Dunst, Germantown, Wisconsin. Combinations of spreading evergreens sets off this attractive home.

Specialists...

Beautification of your home grounds creates an "outdoor living room," adding to the pleasure of passersby and to your pride as the owner. Your investment in a fine home is made even more secure with the expert installation of fine nursery stock, whether a basic planting or an all-inclusive plan. For the large estate or the small home, McKay's will outline a plan ideally suited to your requirements.

On each job, large or small, the services of McKay's graduate landscape architects is available. Consult your local McKay representative or write to McKay's in Madison for the information that you need.

Home of Mr. & Mrs. Robert Spotzer, Madison, Wisconsin. Proper planning has given this McKay planted home increased beauty and value.



PLANTINGS

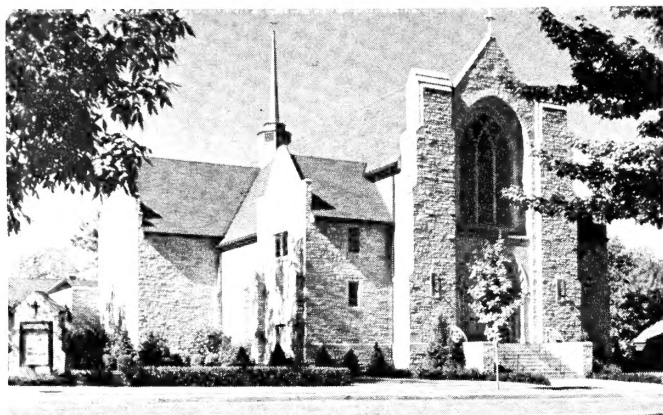


Outdoor living room of Capt. & Mrs. L. K. Pollard, Madison, Wisconsin.



Home of Mr. & Mrs. F. W. Lail, Madison, Wis. A simple, well balanced planting sets off this attractive residence.

Home of Mr. & Mrs. Frank J. Meleski, Coleman, Wisc. Good landscaping increased the beauty of this home.



St. John's Lutheran Church, Merrill, Wisconsin. Landscape design which follows the architecture of the building makes this particularly pleasing.



Hayes Funeral Home, Fort Atkinson, Wisconsin. An appropriate and attractive planting.



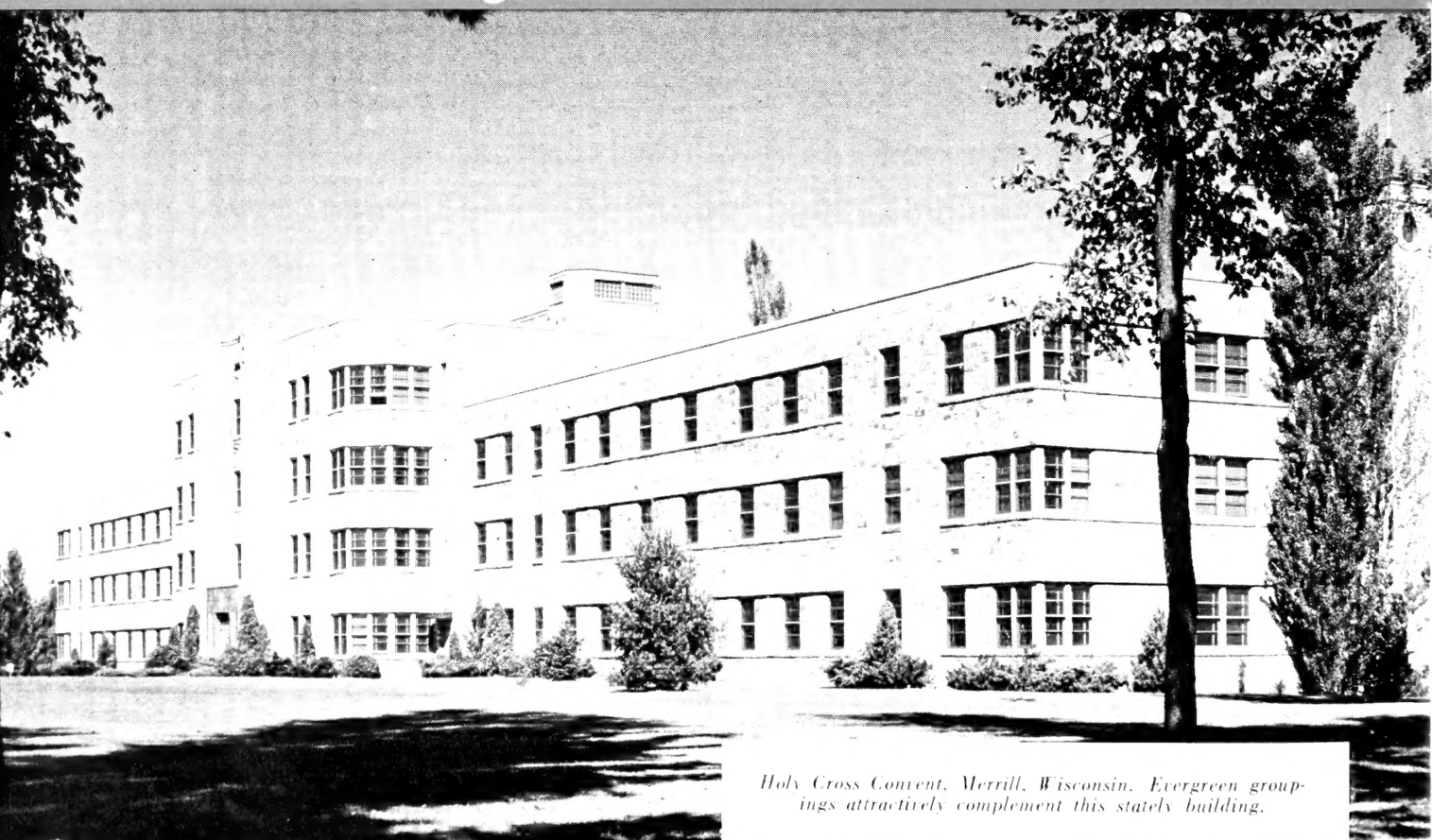
St. Francis Seminary Chapel, Milwaukee, Wisconsin. Evergreen groupings combined with framing spruce compliment the very modern design of this building.



Mead Hotel, Wisconsin Rapids, Wisconsin. The guests of this fine hotel can enjoy themselves in this outdoor living room designed by McKay's.

McKay's

INSTITUTIONS

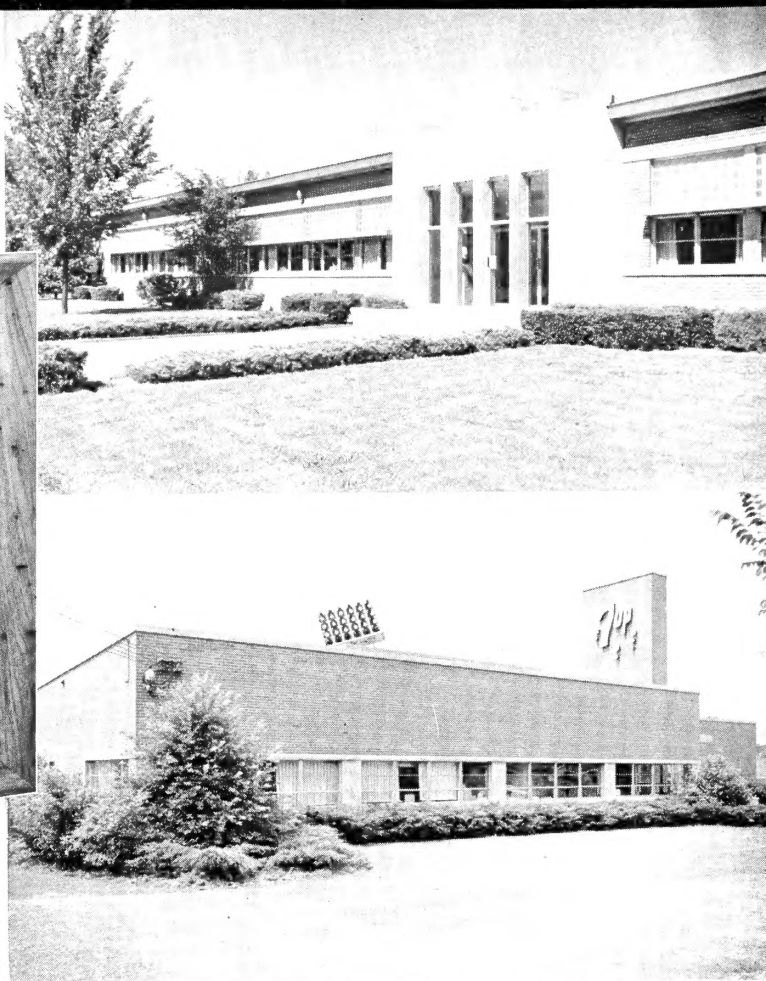


Holy Cross Convent, Merrill, Wisconsin. Evergreen groupings attractively complement this stately building.

Democrat Printing Company, Madison, Wisconsin. An award winning planting of which the owners can justly be proud.



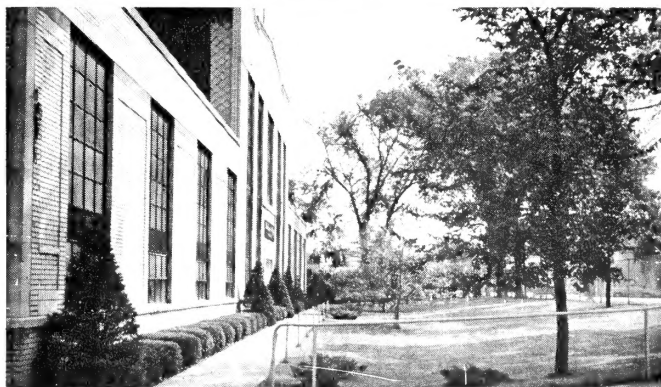
7-Up Bottling Company, Madison, Wisconsin. The right varieties, the right arrangement, result - award winner!



NATIONAL PLANTINGS

McKAY NURSERY CO. WINS NATIONAL AWARDS: Yes, two McKay plantings won recognition nationally and received the coveted "Plant America" awards issued annually by the American Association of Nurserymen for achievement in Industrial Landscaping—proof again that McKay's designs and quality stock can best help you with your planting needs.

McKay's landscape service is complete. Its experienced graduate landscape architects prepare plans, and the vast 650 acre nursery supplies the varieties of stock needed. Without obligation, consult McKay's about your proposed civic or industrial developments.



Simplicity, with just enough accent makes this attractive view of Madison Kipp Corp., Madison, Wisconsin.



Alverno College Elementary School, Milwaukee, Wisconsin. This intricate entrance area is pleasingly accented by evergreen plantings.



St. Luke's Episcopal Church, Milwaukee, Wisconsin. Well planned shrubs and trees add to the dignity and architectural beauty of this church edifice.

Home of Mr. & Mrs. LeVan N. Rothermel, Madison, Wisconsin. Symmetrical planting accents an impressive window assembly.



Home of Miss Emma Koehler, Wausau, Wisconsin. A subtle blend of home and lawn achieved with selective planting.

Home of G. Marshall Borg, Delavan, Wisconsin. An effective treatment of a corner lot with specimen trees where they can be viewed from inside and out.



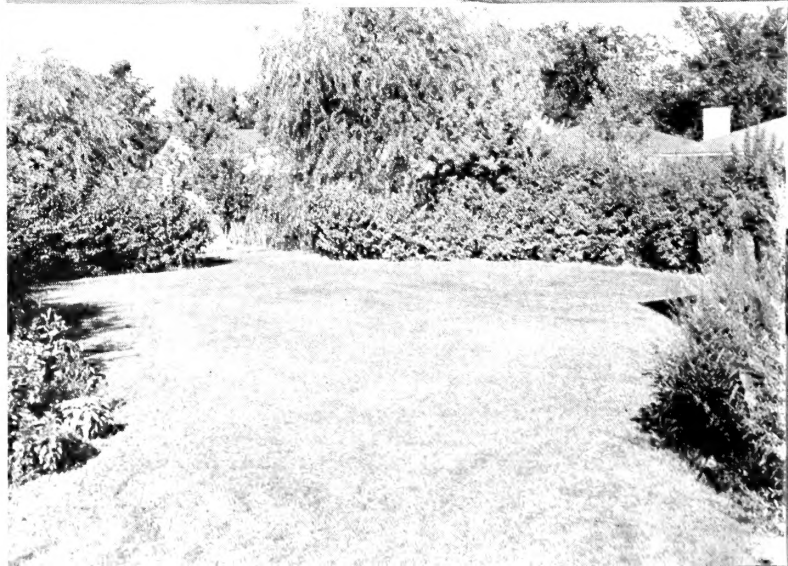
McKay's LANDSCAPED HOMES

Home of Mrs. Minnie Lindholm, 4402 Tokay St., Madison, Wis. Simplicity is the keynote in this foundation planting—attractive 12 months of the year.



Home of Mr. & Mrs. R. C. Clock, Freeport, Illinois. A horizontal accent in the architecture is complemented in the landscaping.

Home of Mr. & Mrs. Robert E. Grady, Madison, Wisconsin. Flowering shrubs and trees have been arranged with taste and skill to create a pleasing harmony of color and texture.



McKay's Beautiful Shrubs

HONEYSUCKLE (Lonicera)

VIGOROUS—HARDY
BEAUTIFUL

For Screens, Hedges and
Background Planting

This is one of the most useful of all tall growing, upright shrubs, being indispensable for background work. A hedge of Honeysuckle makes as fine and pretty a screen as you could wish. It grows very rapidly, gaining a height of 6 to 10 feet at maturity when untrimmed, but can be kept trimmed to any height desired.

Blooms the latter part of May, starting with beautiful flower buds, which open fully in a few days. Foliage luxuriant and bright green. Its chief claim though, is its wealth of orange and red berries, which so beautifully cover the plant in the summer. It is very hardy and grows well in any kind of soil: sand, loam or clay. Does well in shade or sun.

Upright Types

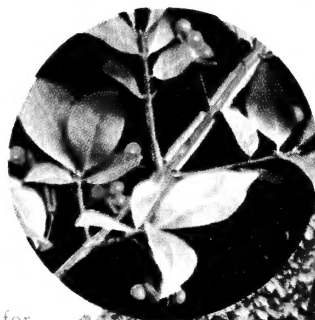
RED (Zabell's Honeysuckle). A new red Honeysuckle with glowing red flowers. Profuse bloomer. Deep green foliage. A marvelous improvement in the Honeysuckle family. Grows 6 to 8 feet. See picture above.

PINK TARTARIAN. The lovely old-fashioned variety with pink flowers. 8 to 12 feet.

BELLA ALBIDA (White Bell). White flowers. Fruits heavily. Strong grower. 8 to 12 feet.

Spreading Type

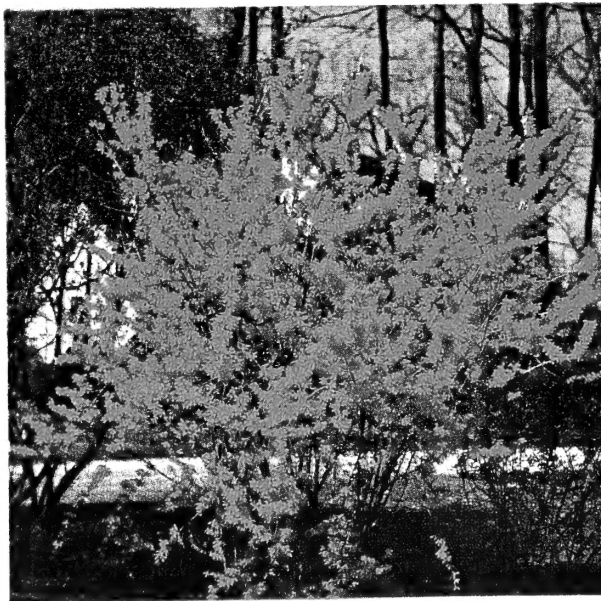
MORROWI (Morrow's Honeysuckle). A splendid shrub with somewhat spreading or horizontal branches. It has creamy white flowers in May and June followed by a multitude of orange colored berries in August. A hardy shrub suitable for dry upland situations, poor soils, and shady places. 4 to 6 feet.



Euonymus Alatus (See page 8)



CLAVEY'S DWARF HONEYSUCKLE. A very dwarf shrub of recent introduction which is winning great admiration and praise. It is a very compact plant, almost globular in shape, with branches and foliage right to the ground; makes a beautiful hedge, with no openness or legginess to detract from its neat appearance. Its bluish gray foliage is pleasing and it harmonizes well with other plants. Tolerates shade. 2 to 4 feet.



Forsythia (See page 9)

BERBERIS - Barberry

THUNBERG'S BARBERRY. (Japanese.) 2 to 3 feet. Of low, spreading growth, forming a dense bush. The twiggy branches are covered with brilliant scarlet berries. The foliage takes a splendid autumn coloring of gold and scarlet. This variety is immune from disease and does not carry rust to wheat. Very good for low hedges.

RED LEAF BARBERRY (Atropurpurea). A shrub of medium height, with bronzed-red foliage. An exact reproduction of the Japan Barberry in leaf and fruit formation. The scarlet berries remain throughout the winter. A valuable plant to give color in landscape work. Needs sunny exposure to retain red leaf. See picture at left.

← *Red Leaf Barberry*



Pink Flowering Almond

ALMOND - *Amygdalus*

PINK FLOWERED DOUBLE. Early in the spring before other shrubs have budded, the Flowering Almond is covered with pink Rose-like blossoms. Does best when planted in a protected place, yet should be placed in a fairly prominent location where the early flowers can display their full beauty. 3 to 5 feet.

See picture above.

BEAUTY BUSH - *Kolkwitzia*

AMABILIS. The gracefulness, free blooming qualities, and hardiness of this Chinese plant make it an excellent plant for any garden. Central branches stand upright to a height of 5 to 6 feet, and its outer growth arches outward and downward to the ground. Its leafy stems are laden with clusters of deep pink flowers in June.

BUCKTHORN - *Rhamnus*

COMMON BUCKTHORN (*Cathartica*). Displays a very pretty dark green foliage throughout the season. White, inconspicuous flowers in June. Branches are thorny. A good hedge for central and northern Wisconsin, where hardiness and thriftiness are essential. Trims well at 3 to 6 feet.

GLOSSY BUCKTHORN (*Frangula*). A shrub similar to the common Buckthorn, but grows more slowly.

BUFFALO BERRY - *Shepherdia*

ARGENTEA. A silver-leaved shrub growing to 12 feet, much like the Russian Olive. Very hardy. Branches are spiny or thorny when young. Yellow, inconspicuous flowers in May followed by red berries. Used for color contrast in mass planting.



ALPINE CURRANT

- Trimmed hedge
- Specimen plant.
- Untrimmed hedge



AMELANCHIER

CANADENSIS (Juneberry or Downy Shad-blowl). A large shrub, growing 10 to 15 feet high with attractive white flowers in early spring, followed by dark red fruit attractive to birds.

ARONIA

ARBUTIFOLIA (Red Chokeberry). A native shrub of distinctive beauty and easy culture. Covered with white flowers in early spring, followed by bright red berries which last all winter. Foliage turns red in fall.

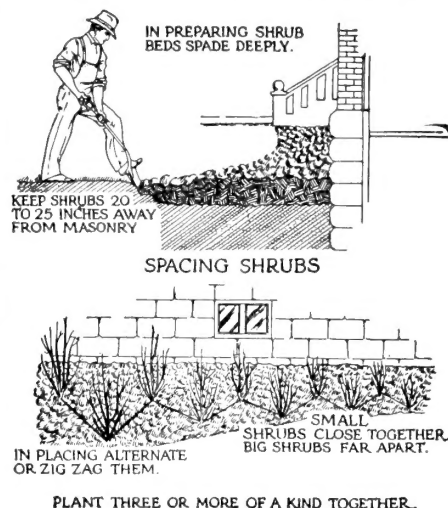
MELANOCARPA (Black Chokeberry). Similar to *Aronia arbutifolia* except that it is a much slower grower and that its berries are black instead of red.

ALTHEA

(Rose of Sharon)

Large, double rosette flowers in late summer and fall. Available in red, pink, purple and white. 3 feet. Not very hardy in Wisconsin.

How to Plant Shrubs



PLANTING DISTANCES

Low shrubs1½	to 2½ feet apart
Medium shrubs3	to 4 feet apart
High shrubs4	to 6 feet apart



Cotoneaster Hedge

COTONEASTER

ACUTIFOLIA. A dense growing shrub with dark green, glossy, oval leaves. The best hedge plant for the Northwest. Definitely hardy, resembling Privet. It is becoming the favored hedge plant where Privet is not hardy. 4 to 5 feet.

DIVARICATA. An upright spreading shrub, 3 to 4 feet high, with small glossy leaves and a profusion of rose-tinted flowers in June. Bright red berries in September. Not hardy in the North.

MULTIFLORA. Upright spreading shrub 6 to 8 feet, with white flowers. In the fall it is almost completely covered with large red berries the full length of the branches. Gray-green foliage.

BUTTERFLY BUSH (Buddleia)

Sometimes called a Summer Lilac. Long panicles of red, pink or blue flowers in August. This plant acts like a Peony in that the tops die back to the ground for winter. 4 feet.

ALPINE CURRANT - *Ribes*

This is a dwarf, compact and dense shrub, growing 3 to 4 feet high. Alpine Currant leaves out in early spring. Inconspicuous yellow flower in June. Excellent for hedges, either trimmed or untrimmed. Does well in shade, and in poor and sandy soils. See picture.

EUONYMUS - Burning Bush

(Strawberry or Spindle Tree)

ALATUS (Winged Bark or Cork Bark Euonymus). An outstanding shrub carrying shiny leaves, green through the summer, turning to brilliant rose in the fall. Produces red fruit in the fall, resembling Bittersweet berries. Its curious cork bark and winged projections on the branches make it attractive in winter. Adaptable to shade or sun. Grows 4 to 6 feet. A shrub of distinction. See picture page 7.

ALATUS COMPACTUS (Dwarf Euonymus). A dwarf type of the above but thicker, bushier and more compact. Grows 3 to 4 feet.

EUROPAEUS (European Burning Bush). A tall, slender shrub with green bark and dark green leaves that remain green very late in the fall. It is an exceptionally heavy fruit bearer in the fall. Grows 8 to 12 feet.

ATROPURPUREUS (Burning Bush; Wahoo). Tall growing, 7 to 10 feet, native shrub with large leaves. Like the *Europaecus*, it produces an abundance of attractive bright red berries in the fall which are carried well into the winter.

YEDOENSIS. A bush that is unusually attractive in the fall, when it is loaded with extremely showy fruits. The fruit is borne in large clusters of rosy pink capsules or wings, through which glow the orange colored seeds. A tree-like shrub growing from 8 to 10 feet high.



Cornus Siberica (Red Twig Dogwood)

CORNUS - Dogwood

Splendid Material for Winter Effects
and So Desirable in Mass Plantings

Here are hardy and vigorous shrubs, most of which thrive in moist, fertile soils. In addition to the showy flowers and fruits which characterize most of the species, all are very attractive in winter because of the brilliant colored bark of the young shoots and twigs.

ALTERNIFOLIA (Pagoda Dogwood). Hardy shrub or small tree 8 to 15 feet tall. Branches arranged in interesting, distinctive, flat whorls. Flowers are white clusters in June followed by bluish fruit in early fall.

BAILEY'S. A very handsome variety of upright growth with dark red branches. The fall color of foliage and winter color of twigs are unequalled. Well adapted to sandy soil. 5 to 6 feet.

PANICULATA (Gray Dogwood). Gray-stemmed Dogwood, thickly branched, round headed with a profusion of creamy white flowers in June, followed by white fruits borne on bright red stems. The leaves turn red in fall. Grows 4 to 5 ft. Adapted to dry and sandy soils.

SIBERIAN DOGWOOD (Alba). Showy blood-red branches make this one of the most interesting plants for the wintertime landscape. In summer it presents an excellent foliage. White flowers in June followed by white berries in September. A good shrub for backgrounds or mass plantings. 5 to 6 feet.

STOLONIFERA. A hardy shrub with bright red branches in winter. Fragrant clusters of white flowers in June followed by white berries. 6 to 8 feet.

YELLOW DOGWOOD (Lutea var. flaviramea). Bright yellow bark in winter; particularly effective when planted with the red-branched Dogwood.

CORYLUS Americana

(American Hazelnut). Delicious nuts. Attractive and useful in naturalistic plantings. Very hardy.

DIERVILLA TRIFIDA

Hardy, spreading shrub. 3 feet high, glossy green foliage. Showy, small, yellow flowers in June. Grows best in humid sandy or peaty soil in sheltered locations.

DEUTZIA

LEMOINE. This variety is dwarf, attaining a height of 3 to 4 feet. It has spreading branches, bright green leaves, and handsome large white flowers in clusters in June.

ELDER - Sambucus

CANADENSIS (American Elder). A large shrub with ornamental foliage. White flowers borne in large panicles in June, followed by lasting reddish purple berries.

CUT-LEAF ELDER. One of the best cut-leaved shrubs. A valuable variety with finely divided leaves. Height 4 to 6 feet.

GOLDEN ELDER. The golden yellow beauty of its foliage contrasts with the green of other shrubs; large, flat, white flowers. A handsome shrub for contrast or massing. 6 to 8 feet.

KERRIA - Jetbead

Large single white flowers, 1½ inches wide, in June; followed by clusters of shining jet-black fruits in the fall. Beautiful dark green foliage. 3 to 5 feet.

See picture page 12.

QUINCE - Cydonia

Japan Quince has double orange-scarlet flowers in early spring, before the foliage. Needs winter protection. 4 to 6 feet.

MAPLE

GINNALA, Amur Maple. A graceful shrub or dwarf tree with beautiful fall coloring. Can be used for lawn specimens or for border plantings.

FORSYTHIA - Golden Bell

In All Its Golden Splendor,
Gives Early Spring a Royal Welcome
See picture on page 7.

The yellow flowers of the Forsythia are the first reminders of spring, usually blooming in late April; sometimes before the snow is gone. They grow strong and vigorous with their many branches covered with bright yellow flowers.

OVATA. The newest, hardest Golden Bell. Grows in a compact oval bush. Magnificent sprays of bright yellow flowers in late April. 4 to 5 feet.

LYNWOOD GOLD. A new deep golden yellow Forsythia. Erect branches, excellent deep green foliage.

SPRING GLORY. The loveliest of the Golden Bells. Its large pale yellow flowers completely cover the branches in such masses that they literally bend with their weight.

INTERMEDIA. A larger and more erect variety of the above, growing from 6 to 8 feet. Hardy.

SUSPENSIVA (Weeping Forsythia). This is the drooping or weeping form, although some branches are a little upright. The flowers are gold, four-petaled, produced in clusters of one to three, sometimes more.

Visit our
Nurseries of over
650 acres
at Waterloo, Wis.

Consult Us
on Your
Landscape
Problems



Hedge of Amoor River North Privet

THE USES of HEDGES

HEDGES—The Friendly Way to Fence

A thrifty green hedge gives more character and beauty to a home grounds than any fence ever devised.

They can be grown trimmed or untrimmed. Usually the lower-growing types of hedges are trimmed, while the taller kinds are left to grow naturally.

The closer together the plants are planted, the sooner and the better hedge they form.

The following plants can be considered for hedge planting:

	Height of Hedge	Planting Distance
Alpine Currant	2 to 4'	1½ to 2'
Barberry: Thun. or Red	2 to 3'	1½ to 2'
Privet Amoor River North ...	2 to 4'	9 to 12"
Spirea Opulifolia Nana (Dwarf Ninebark)	3 to 5'	2'
Honeysuckle: Clavey's	2 to 4'	2'
Cotoneaster	3 to 5'	1 to 2'
Philadelphus Lemoine	3 to 5'	2 to 3'
Spirea Van Houttei	4 to 6'	2 to 3'
Viburnum Dentatum	5 to 8'	3'
Lilacs: Common and Persian..	7 to 10'	3'
Honeysuckle: Upright form...	7 to 10'	2 to 3'
Chinese Elm	10 to 20'	1 to 2'

PRIVET - Ligustrum

It is as a hedge plant that Privet is pre-eminent. It is the most extensively used of all hedging plants. Privet hedge may be kept at any height, short or tall, and regular shearing will preserve a perfectly even surface.

A single row of plants will make a good hedge; a fuller and more compact one can be made by planting two rows zig-zag with the plants at apexes of nine-inch (approx.) triangles. When set out, the plants should be cut back to a few inches. The next spring they can be cut back to 6 or 8 inches. This, repeated, will form a dense and widely branching growth. In this latitude in severe winters the tops may kill back but soon recover.

AMOO RIVER NORTH PRIVET. The hardest of the Privets and the best of the hedging plants. Hardy foliage, glossy green holding its color well into the fall. Recommended for Southern Wisconsin.

REGEL'S PRIVET. A low, dense growing shrub, 3 to 4 feet in height, with graceful horizontal branches. It has small flowers, followed by beautiful blue berries that last through the winter. A hardy and admirable shrub for most every purpose.



Hydrangea Pee Gee

HYDRANGEA

Gorgeous Summer and Fall Blooming Hydrangeas are Showy Favorites for the Landscape

Grand, free-flowering shrubs with large panicles of showy flowers. They are admirably adapted for border planting, either as specimen plants or masses. Flourish best in moist, fertile soil.

ARBORESCENS GRANDIFLORA (Hills of Snow). It produces large clusters of white blooms. It is quite similar in appearance to a low growing Snowball. Especially adapted for border plantings, and if placed in large masses it literally produces a sea of bloom in late summer and early fall. The bright green leaves add much to its decorative form. Prefers a moist fertile soil, with full or partial exposure to the sun. But it will even grow well in complete shade.

See picture below.

PEE GEE Bush Hydrangea (*Paniculata Grandiflora*). A magnificent landscape shrub. From August until late autumn the shapely plant is loaded with large, globe-shaped blooms, at first white, turning to a delicate tinge of pink at the first frost, then light bronze, lasting for several months. Very hardy, liking best a moist, sunny location; in beds or masses they make a glorious picture, while in foundation groups they are superb. 5 to 5 feet.

See picture above.

TREE HYDRANGEA PEE GEE (*Paniculata Grandiflora*). A small, 5- to 6-foot tree form of the *Paniculata*.



PHILADELPHUS - Syringa

Their Waxy White Blooms of Delightful Fragrance are a Joy to Every Planter

Also known as Mock Orange. Of vigorous habit, very hardy, with large, handsome foliage; the beautiful white flowers, produced in June, send forth a fragrance of orange blossoms. They merit a place in every collection of shrubbery.

OUR
LANDSCAPE
ARCHITECTS
PLAN
"WITH you"
and
"FOR you"



Philadelphus Virginal

It's Not a Home
Until It's Planted

PHILADELPHUS

ATLAS (Giant Mock Orange). This giant flowered Mock Orange, with its pure white blooms as large as those of Dogwood, will be sensational in your garden. Hardy, of easy culture, grows most anywhere, good upright habit, and covered with immense blooms which slightly lack being 3 inches in diameter. They are magnificent for cutting.

BOUQUET BLANC. This variety forms an upright, shapely bush with dark foliage. The double flowers come in clusters, are large, pure white and very sweetly scented. Hardy and a dependable bloomer. 5 to 6 feet.

CORONARIUS (Sweet Syringa). The old and well known Mock Orange. A graceful, upright bush with long branches. In June completely covered with showy, pure white flowers of a most delightful fragrance. 8 to 12 feet.

GRANDIFLORA (Large Flowered Syringa). Very showy, large flowers in June, usually borne in threes. Scentless. It is of rapid growth with reddish bark. 8 to 12 feet.

LEMOINE. A small shrub rarely attaining a height of more than 4 feet. Slender branches bear a profusion of flowers in June.

VIRGINAL. A magnificent new variety. The bush grows moderately tall, with good foliage. The flowers are the largest, handsomest, and most sweetly fragrant of any variety, with longest blooming season. Grows 6 to 8 feet. One of the best of the Philadelphia.

← *Hydrangea Arborescens*

LILAC - Syringa

Without the Beauty and Fragrance of the Lilacs Springtime Would be Robbed of Half Its Charm.

Our Choice French Lilacs

The named varieties are much superior to the old type of Common Purple and White, and they bloom when plants are much younger. The blooms are extremely large, many of them double, colors varied and beautiful, and with a fragrance more delightful than you will find even in the old-fashioned Lilac. Grows 6 to 8 feet. See picture page 12.

Reddish Purple Shades

CHAS. X. Single. Compact clusters of medium size, of a good solid color. Free flowering. An old favorite.

CHAS. JOLY. Double. Reddish purple with silver reflex. Clusters somewhat open, of rather large size, held well above foliage. Good bloomer. A good old-time variety.

CONGO. Single. Immense clusters of deep wine-red, turning to dull purple. One of the greatest and most popular of the reds.

PAUL HERRIOT. Double. Long narrow clusters. Deep maroon-red buds, opening to violet-red with silvery reverse. Late.

PRESIDENT ROOSEVELT. Single. Buds claret-red, opening to violet-purple. An exceptionally heavy bloomer, with many medium size flower heads of 3 or 4 panicles, making an impressive bloom.



Viburnum Lantana

RUSSIAN OLIVE

Elaeagnus Angustifolia

A very artistic, tall growing shrub or small tree. Splendid for specimen planting or to accent shrubbery groups. Its beautiful silvery gray foliage makes a most delightful contrast with the green of surrounding shrubs and trees. The flowers are small, yellow, and fragrant, blossoming in June. Hardy. Fine for screens. 10 to 15 feet.

WEIGELA - Diervilla

See picture page 13.

ROSEA. A beautiful shrub with showy, trumpet-shaped flowers of rose-pink, blooming in June and July. Of medium height with arching branches. Only semi-hardy. 4 to 6 feet.

VANICEKI. A new red Weigela much like Eva Rathke but much harder. The trumpet-shaped flowers are a brilliant ruby-red. The bush blooms heavily the early part of the summer and intermittently throughout the rest of the summer season. Bush is upright growing and has good green foliage. 3 to 5 feet.

BRISTOL RUBY. An improved Weigela Eva Rathke. Hardier and more thrifty. Large, soft ruby-red flowers, shading to garnet-crimson.

Pink Shades

EDOUARD ANDRE. Double. Several medium sized flowers in an open cluster. Rose colored buds opening to silver-pink.

KATHERINE HAVEMEYER. Double. Large flowers. Rose colored buds, opening to lavender-pink, flushed with mauve.

JEAN MACE. Double. Prominent lavender buds, opening to silver-lilac. Early.

Lilac Shades

HUGO KOSTER. Single. Huge panicles of large lavender-pink buds opening to lilac.

JACQUES CALOT. Single. Large flowers, open clusters, purplish lilac to light pinkish lilac. Free flowering.

MICHAEL BUCHNER. Double. Large, pink-lilac buds, opening into blue-lilac.

Bluish Shades

PRESIDENT GREVY. Double. Large, beautiful flowers of a delicate soft blue.

White Shades

MME. CASIMIR PERIER. Double. Large, pure white flowers in well filled clusters. Dependable, free blooming each year.

MRS. FLORENT STEPMAN. Single. Light yellow buds opening to pure white.

ELLEN WILLMOTT. Double. Large flowers, pure white. Generally rated as the best of the double whites.

MME. LEMOINE. Double. Large white flowers in narrow clusters.

For other species of Lilacs see page 12.

SUMAC - Rhus

Luxuriant foliage of a tropical effect. Splendid for fall color in the landscape. Grows well in almost all soils.

SMOOTH. An improved type of the common or wild Sumac. 6 to 8 feet.

STAGHORN. A taller growing and more tropical appearing form of the above. 8 to 10 feet.

CUT-LEAVED. A cut-leaved or fern-leaved variety of the common Sumac.

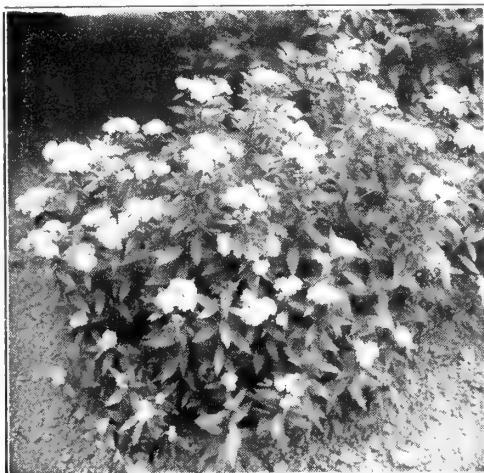
FRAGRANT. A shrub type of Sumac differing from other varieties in that it has many branches coming up from the ground like ordinary shrubs. Has sweetly scented foliage which turns red in fall. A dwarf shrub, of a semi-spreading habit. 3 to 5 feet. Very good in native planting shrub borders and in poor soils.

TAMARIX

A slender branched shrub with feathery green foliage. It blooms in July with delicate sprays of pink flowers. Because the tops are likely to kill back a little during the winter it is well to cut the bush back in spring to 2 or 3 feet above the ground. After that it will make a rapid growth and blossom beautifully. Does well in sandy and poor soils.

AMURENSE. A variety with a light green foliage and pink flowers.

HISPIDA. A variety with bluish green foliage and carmine-pink flowers.



Spirea Anthony Waterer



Spirea Van Houttei

SPIREA

Most Universally Planted of All Shrubs

This family of shrubs offers a variety of form, size, color of blossoms and foliage, as well as time of blossoming. The riotous luxuriance of bloom makes them most striking and beautiful. All the varieties are extremely hardy and easy to grow in almost any soil or situation.

ANTHONY WATERER. (A variety of Bumalda.) Red flowers in July in showy flat clusters, borne on strong, erect stems. If the blossoms are cut as they fade, Anthony Waterer will continue to blossom until frost. It is fine in front of larger shrubbery; it is very hardy, and will succeed in any soil. A very profuse bloomer. 2 to 3 feet.

ARGUTA (Garland Flower). In early May its branches are completely covered with small white flowers. Bush is of a light open habit with small leaves. 3 to 4 feet.

BILLIARDI. Long plumes of soft pink blooms cover the plant in July and August. The bush itself grows compact and shapely. 4 to 5 feet high. It is very fine in the border. Will grow almost anywhere.

FROEBEL'S. Pink flowers. This variety is quite similar to Spirea Anthony Waterer but just a little more vigorous and slightly taller growing. An excellent suggestion for foundation plantings and for setting ahead of taller growing shrubs. Ultimate height 3 feet.

OPULIFOLIA (Ninebark Physocarpus). It bears large clusters of white flowers soon after the Bridal Wreath season. These are followed by reddish seed pods, which are very ornamental later in the summer. The bark peels in narrow strips like the Birch. Use in mass plantings for screens and backgrounds. Grows 5 to 8 feet.

OPULIFOLIA NANA (Dwarf Ninebark). A dwarf form of the ordinary Ninebark, growing 3 to 5 feet high. A compact, bushy shrub; makes excellent hedges.

VAN HOUTTEI. "Bridal Wreath," as it is commonly called, is undoubtedly the most popular shrub we offer. About the time of Decoration Day the bush is a complete mass of white flowers, carried on long, graceful, drooping branches. It is a favorite shrub the country over—so hardy, so easy to grow, answering so many purposes. Used for foundation plantings, borders, or as trimmed or untrimmed hedges it serves nearly every purpose. Its foliage is attractive all through the season. Grows 4 to 6 feet high.

WITCH-HAZEL

VIRGINIANA. A native shrub growing 7 to 10 feet high, somewhat slow growing. It has small yellow flowers in October. Prefers shade or wet soils.

Plant America

Free PLANTING INSTRUCTION Book

Is furnished with every
nursery stock order
that we ship out.

CONSULT US
On
Your Landscape
Problem



French Lilacs - See page 11

LILAC - Syringa

COMMON PURPLE (*Vulgaris*). Easily the favorite of the old-time flowers, and because of their hardy, dependable nature and their exquisite blooms, they will always be popular. Grows 8 to 10 feet.

COMMON WHITE (*Alba*). White flowering form of the above.

VILLOSA (*Late Lilac*). Stout, warty branches carried almost upright, and dull green leaves give this variety a distinctive appearance. The pinkish flowers are borne in broad panicles 3 to 6 inches long. Two weeks later than other Lilacs.

PERSIAN. A distinct variety, different from the common Lilac in its smaller leaves and slender, upright branches. It grows 6 to 8 feet. The pinkish lavender flowers are borne in large, loose panicles, often a foot long. Usually in full bloom for Decoration Day. A very graceful shrub. See picture below.

FRENCH. See page 11.



White Kerria

PRUNUS (Purple Leaf Plum)

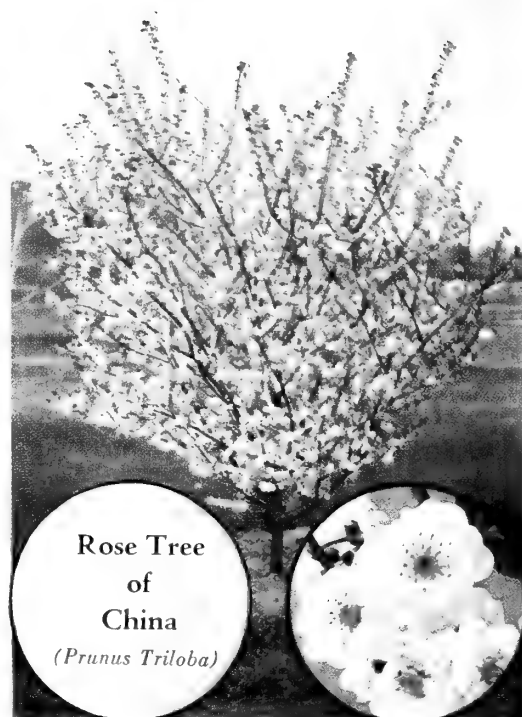
CISTENA. Hansen's Purple Leaved Plum. 5 to 6 feet. A dwarf variety with rich purple-red foliage. Bush form.

NEWPORT. A hardy small tree or shrub, with leaves and young twigs of rich reddish purple retained throughout the season. The pretty pink flowers in May make it doubly attractive. Offers a striking contrast to other green foliage plants in the shrub border. Plant in full sunlight. 8 to 12 feet.

Persian Lilac



*Purple
Leaf
Plum*



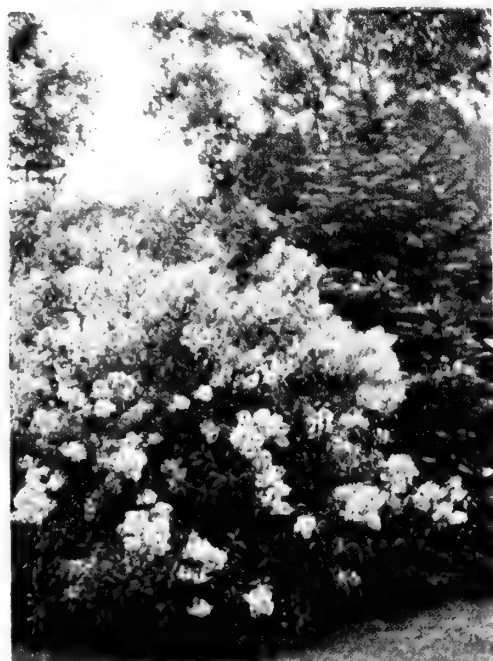
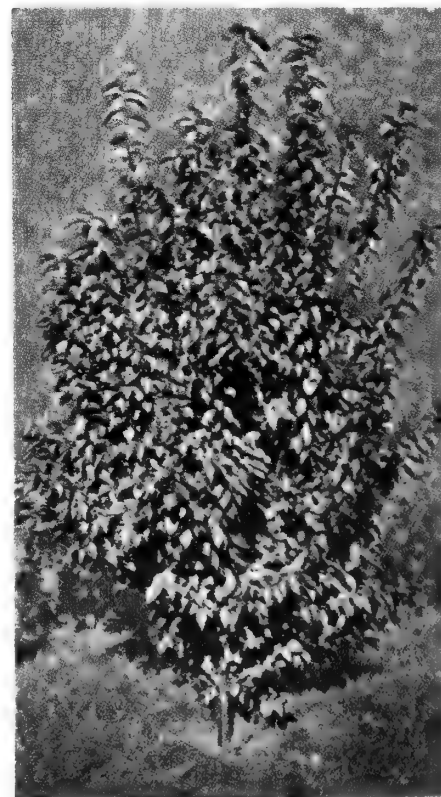
Rose Tree
of
China
(*Prunus Triloba*)

PRUNUS - Flowering Plum

PINK FLOWERING PLUM, *Rose Tree of China* (*Triloba*). One of the first shrubs to blossom in the spring. Beautiful, hardy, flowering Plum, covered with double pink flowers before the leaves come out. Blossom two weeks before Lilacs and Bridal Wreath. One or more of these plants should be in every ornamental planting. 4 to 6 feet. Can be had in shrub or tree form.

NANKING CHERRY (*Tomentosa*). The first shrub to blossom in the spring, usually in early May. It blossoms with white flowers the entire length of the branches.

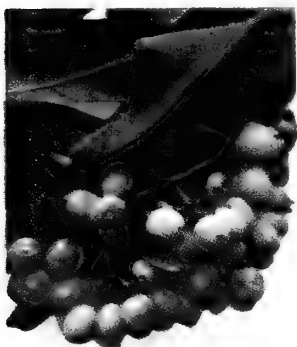
HANSEN'S BUSH CHERRY. A marvelous, low growing three-way shrub. It produces an abundance of white flowers followed by large edible dark red cherries. Makes fine jam. A sensation when in bloom. 4 to 5 feet. Very hardy and easy to grow.





Weigela Rosa and Vaniceki

with clusters of clove-scented flowers in May, rose-pink in bud, opening up into a more delicate pink and paling to white. Its sweetness makes it a delight in any garden. Makes a broad, round shrub of 3 to 4 feet in height. Not hardy in Northern Wisconsin.



Viburnum Dentatum Fruit



Viburnum Dentatum

VIBURNUM

Unsurpassed Fall Color—
Sturdy, Dependable and
Beautiful

This is a showy group of shrubs that grow from 6 to 10 feet high. They have lavish flat-topped white flowers in June, followed by colorful berries in the late summer and fall; these usually remain through the winter. In the fall the foliage takes on all the autumnal hues of our native landscape. Ideal for mass planting. Do well in shade and are particularly hardy. Prefer a loam or clay soil.

AMERICAN HIGH BUSH CRANBERRY. (*Americanum*). Large bunches of shiny scarlet berries in the fall and winter are a distinguishing feature of this ornamental plant. The foliage changes to a beautiful red in the fall. In June the bright green foliage sets off so well the white flowers. A fine tall shrub for landscape use, of open habit, growing 7 to 10 feet high.

CARLESI (Fragrant *Viburnum*). A fine new shrub

DENTATUM (Arrowwood). Flat white flowers in June, followed by blue-black berries in fall. Foliage brilliant in autumn. Bushy upright shrub, 8 to 10 feet.

See picture below.

LANTANA (Wavering Tree). Handsome dark green wrinkled leaves contrasting with white flowers. Berries red in August, turning blue-black in fall. Retains its foliage late, with excellent fall color. Grows 8 to 10 feet. Does well in shade and reasonably well in dry and poor soils.

See picture page 11.

LENTAGO (Nannyberry; Sheepberry). Glossy green leaves with gorgeous fall coloring. Fragrant white flowers. Black berries for the winter. 9 to 12 feet.

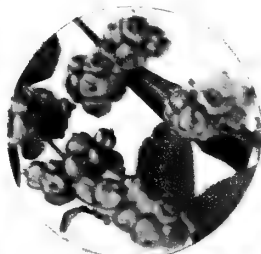
MOLLE. Similar in foliage, flower and fruit to *Dentatum* but does not grow so large. 6 to 8 feet.

PRUNIFOLIUM (Blackhaw). White flower clusters in May, followed by blue-black fruit in fall. Foliage is glossy green. It is a well shaped, slow growing shrub attaining 8 to 10 feet.

PUBESCENS (Downy *Viburnum*). A dwarf variety, similar in flower and fruit to *Dentatum*, but only grows 4 to 6 feet high. Bushy, with slender, upright branches, and smaller leaves.

SARGENTII. An improved American High Bush Cranberry, but does not grow as high; usually 6 to 8 feet. It is bushier, with branches and leaves almost to the ground. Its flowers and fruits cover the branches. Very showy in the fall and winter when it is loaded with red berries.

SNOWBALL (Common). The old-fashioned variety. Its large balls of white flowers are usually out for Decoration Day. 6 to 8 feet.



Red Snowberry

**It's Not a
HOME
Until It's
PLANTED**



American High Bush Cranberry

SNOWBERRY - *Symphoricarpos*

Their Berries are a Delightful Part of the Fall Landscape

SNOWBERRY (*Racemosus*). Tiny rose colored flowers in June and July, followed by large, clustered, milk-white fruits which are most attractive, remaining far into winter. The bush itself is compact in form, semi-dwarf in habit, and grows well in shade or sunlight. 3 to 4 feet.

RED SNOWBERRY, Coralberry, Indian Currant (*Vulgaris*). Red fruit which clusters in thick ropes along the weighted down stems. The foliage is distinct in its fineness. It is very appropriate for border planting. 3 to 4 feet high.

CHENAULT'S RED SNOWBERRY. An improved form of Red Snowberry (*Coralberry*). A beautiful shrub that grows about 3 feet high. It is covered with lacy foliage and beautiful pinkish red ropes of berries that stay on from summer until late fall. The leaves stay green until late in the fall.



Snowberry



Low Growing Shrubs	Time to Bloom	Color of Flowers, etc.	Shade or Sun	Landscape Value	Hardiness (See Below)	Remarks
Spirea A. Waterer	June-July	Pink	Sun	Foundation planting, hedge or border	H	Very good landscape shrub.
Barberry, Red Leaf	May	Small, yellow	Sun		H	Red berries all winter.
Barberry, Thunbergi	May	Small, yellow	Either		VH	Red berries all winter.
Spirea Froebeli	June	Pale pink	Either		VH	Good all-purpose landscape shrub.
Honeysuckle, Clavey's		Inconspicuous	Either		H	Good all-purpose landscape shrub.
Alpine Currant		Inconspicuous	Shade	Hedge or border	VH	Grows in poorest soils.
Privet, Regel's	July	Small, white	Either	Foundation, border	SH	Very good foliage plant.
Hydrangea Arborescens	June-July	Large, white	Either		VH	Good all-purpose landscape shrub.
Hydrangea P.G.	September	Pinkish white	Sun		VH	
Rose, Grootendorst	All summer	Red (cluster)	Sun	Foundation planting or border	H	Adds summer color to border.
Euonymus alatus compacta			Either		VH	Beautiful fall coloring.
Almond	Mid-May	Dbl. pink, white	Sun		SH	Flowers before leaves.
Spirea Arguta	May	Small white	Sun		SH	Fine texture foliage.
Snowberry	June-Aug.	Small pink	Shade		VH	White, waxy berries for winter.
Spirea opulifolia nana	June	White	Either	Trimmed or untrimmed hedge	VH	Grows in poor soils.
Privet, Amoor River North	July	Inconspicuous white	Either		SH	A popular hedge.
Cotoneaster	May	Inconspicuous pink	Either		VH	Use where Privet is not hardy.
Cornus paniculata	June	White	Either		VH	Good fall color.
Weigela Vaniceki	June	Red	Sun	Foundation, border	H	Beautiful flowering shrub.
Medium Height Growing Shrubs						
Rose, Hansa	June-Aug.	Dbl. deep red	Sun	Foundation, hedge, mass or border	VH	Good landscape plants; disease resistant; cut back in spring. For naturalistic plantings.
Rosa Rugosa	June-July	Sgl. pink, white	Sun		VH	
Rosa Setigera	July	Pink (single)	Sun		H	
Spirea Billiardi	July	Pink (spikes)	Sun		VH	
Philadelphus, Lemoine	June	White	Either	Foundation mass or border	VH	Very good foliage plant.
Weigela Vaniceki	June	Red	Sun		SH	Beautiful flowers.
Euonymus alatus		Berries for winter	Either		VH	Foliage turns red in fall.
Philadelphus, Virginal	June-Sept.	White (fragrant)	Sun		H	One of the best Mock Oranges.
Spirea Van Houttei	May-June	White sprays	Either	Foundation Mass or border	VH	Graceful, arching shrub.
Rosa Hugonis	June	Golden yellow	Sun		H	Colorful in bloom.
Kerria	June	Sgl. white	Either		H	Good foliage plant.
Prunus triloba	Mid-May	Dbl. pink	Sun		H	Blossoms before leaves in spring.
Philadelphus, Bouquet Blanc	June-July	Dbl. white	Sun	Border or mass	VH	One of the nicest Mock Oranges.
Beauty Bush	May-June	Pink	Sun		H	Very colorful in bloom.
Honeysuckle, Morrow's	June	Small yellow	Either		VH	Grows in poor soils.
Dogwood: Red, Yellow	June	White	Either		VH	Branches furnish winter color.
Prunus tomentosa	Early May	White	Sun		H	Blossoms before leaves in spring.
High Growing Shrubs						
Honeysuckle, Red	May	Red	Either	Border Mass or Background		
Spirea opulifolia	June	White	Either			
Viburnum, Most Varieties	June	White	Either			
Forsythia	Early May	Yellow	Sun			
Elder, Golden	June	White	Sun			
Lilacs, French	June	Various colors	Sun	Specimen, Foundation, Border or Background		
Lilac, Persian	June	Lavender-pink	Sun			
Lilac, Villosa	July	Pale pink	Sun			
Lilac, Common	June	Lavender, white	Sun			
Philadelphus, Cor., Grand.	June	White (fragrant)	Sun	Background and border Specimen, etc. Screen, hedge Background		
Honeysuckle: Pink, White	May	Pink, white	Either			
Thorn, Crus Galli	May	White	Either			
Buckthorn	May	Black berries for winter	Either			
Sumac		Scarlet foliage in fall	Firther			
Russian Olive	June		Sun	Specimen, Screen or Background		
Prunus, Newport	May	Pink	Sun			
Maple, Ginnala			Either			
Thorns, Most Varieties	May	White	Either			
Crabs, Flowering	May	White	Sun			

Table of Flowering Shrubs; Their Characteristics

Shrubs listed in order of ultimate growing height, the lowest growers at top, progressing to the high growing ones at bottom.

The above shrub table, with the accompanying landscape plan of an average small city lot, will make it very easy to plan your own landscape planting.

The plan shown to the right is an effective planting made up of high, medium and low growing shrubs. The taller shrubs for screening, backgrounds, hiding undesirable objects, or for emphasis about the house. The medium sized shrubs help to give an irregular naturalistic appearance to the top line of the border planting. Used about the house they enhance its architecture and hide its defects. The low growers finish off the general appearance of the property by blending the foliage of the taller shrubs into the green grass of the lawn. Likewise, they finish off the foundation planting and the edges of the lawn.

The shrub table presented above will help you to select the most appropriate shrubs to carry out the above idea. It gives the time and color of bloom, whether they grow best in sun or shade, general use and other characteristics.

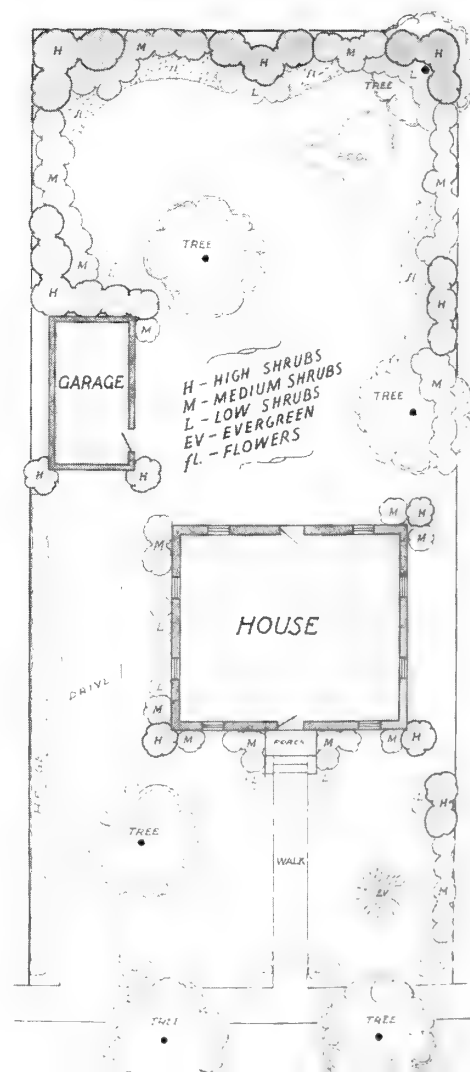
HARDINESS

VH—Very hardy, anywhere in Wisconsin.

H—Hardy in central and southern Wisconsin.

SH—Semi-hardy, for southern Wisconsin only.

The landscape plan of a small city lot, shown at right, and the shrub table above are presented as helpful aids to you in the arrangement of your own planting plans. Study them carefully.



"IT'S NOT A HOME UNTIL IT'S PLANTED"



THIS CATALOG will Help You Improve Your Home Grounds

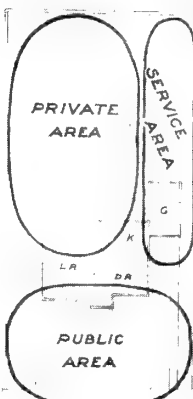
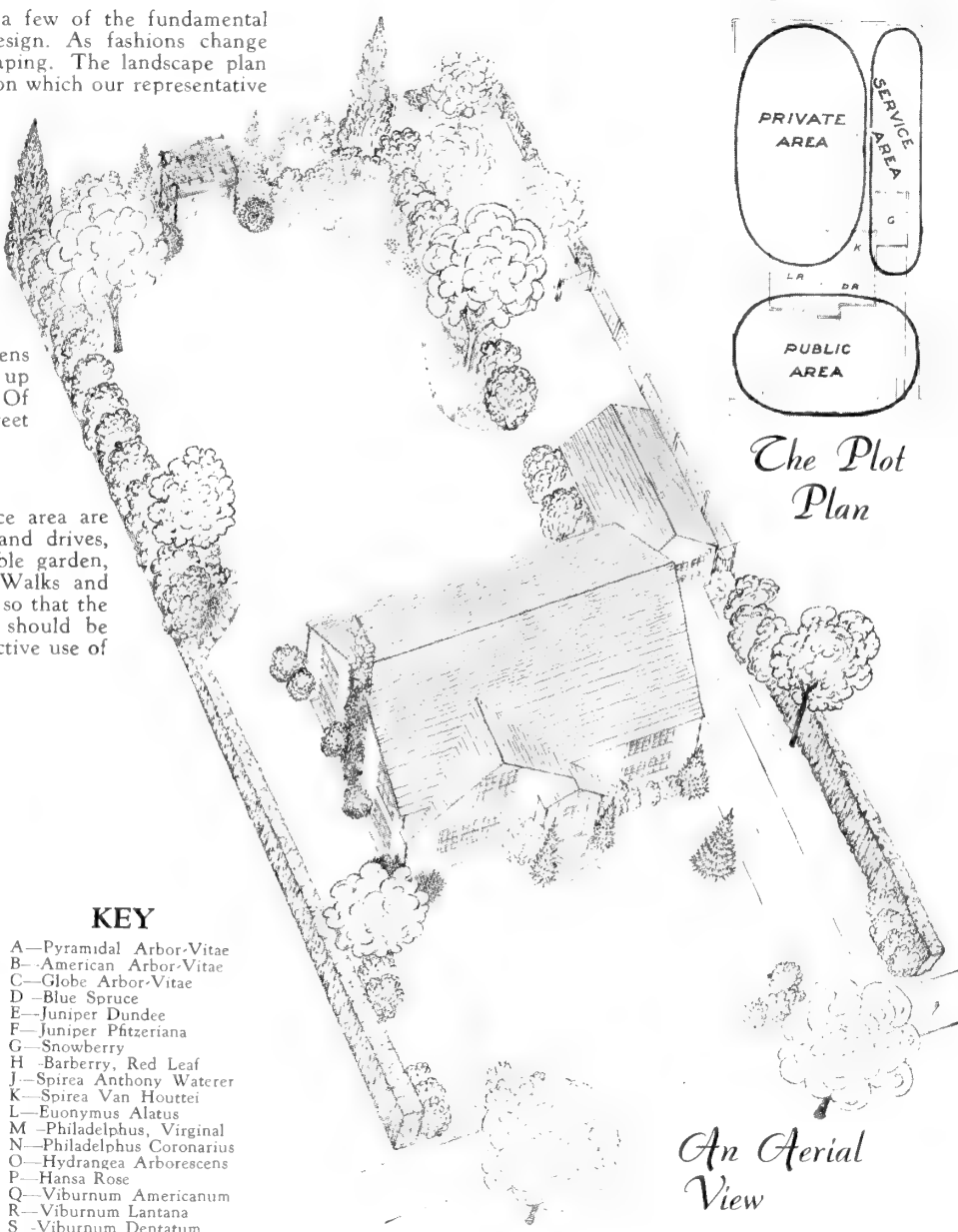
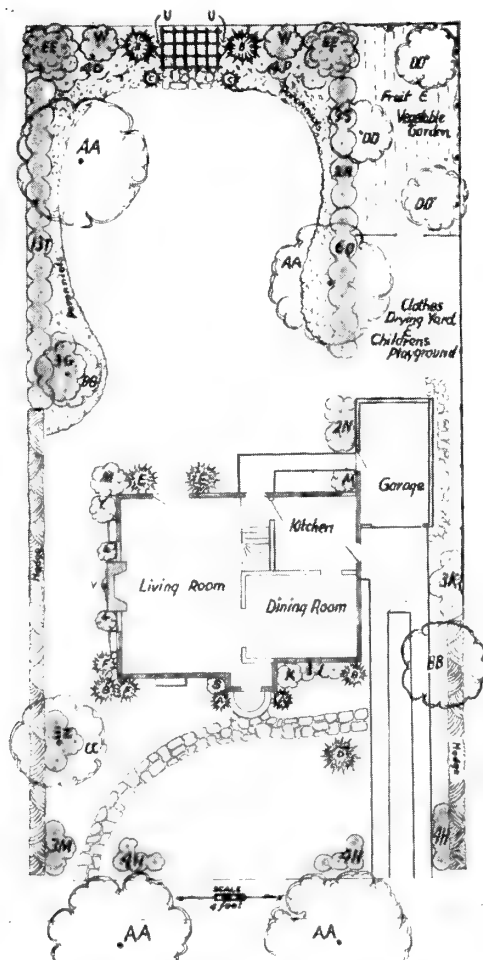
The purpose of this page is to suggest a few of the fundamental characteristics of the modern landscape design. As fashions change in other arts, so do styles change in landscaping. The landscape plan that you might design yourself, or the plan on which our representative might lend his assistance, logically would divide the property to be landscaped into three areas: referred to usually as the **public**, the **private** and the **service area**.

PUBLIC AREA

The landscaping of the public area deals with that part of the property ordinarily in front of the house, and open to public view. The simplest, and usually the most artistic planting for this part of the grounds, is a foundation planting of shrubs or evergreens about the house. Its purpose is to dress up the home most effectively for passers-by. Of course, a few shade trees are necessary for street and lawn planting.

SERVICE AREA

The planning and planting of the service area are concerned with the location of the walks and drives, the garage, clothes drying area, the vegetable garden, children's playground and similar spaces. Walks and drives will be arranged most advantageously so that the lawn will not be disfigured. Good vistas should be studied. The plan will call for the most effective use of every square foot of ground.



The Plot Plan

An Aerial View

KEY

- A—Pyramidal Arbor-Vitae
- B—American Arbor-Vitae
- C—Globe Arbor-Vitae
- D—Blue Spruce
- E—Juniper Dundee
- F—Juniper Pfitzeriana
- G—Snowberry
- H—Barberry, Red Leaf
- J—Spirea Anthony Waterer
- K—Spirea Van Houttei
- L—Euonymus Alatus
- M—Philadelphus, Virginal
- N—Philadelphus Coronarius
- O—Hydrangea Arborescens
- P—Hansa Rose
- Q—Viburnum Americanum
- R—Viburnum Lantana
- S—Viburnum Dentatum
- T—Persian Lilac
- U—Trumpet Vine
- V—Ivy
- W—Honeysuckle, Pink Tar.
- X—Grape (Tame)
- Y—Prunus Triloba
- Z—Honeysuckle, Morrowi
- AA—Grafted Elm
- BB—Mountain Ash
- CC—Flowering Crab
- DD—Fruit Trees
- EE—Bolleana Poplar

The Landscape Plan

PRIVATE AREA

The old back yard has become a living room outdoors. In the old days the back yard too frequently was merely a dumping ground, unadorned and, for the most part, neglected. Today, however, the private area can become an extension of the indoor living room, out-of-doors. It is the home owner's solution to the problem of how to make his property more valuable and how to get the most enjoyment from it. All members of the family can spend countless hours of pleasure and relaxation in the outdoor living room. It will probably be enclosed with a hedge or an informal border of shrubs. Unsightly views in the surroundings may be screened out with larger shrubs and trees. Comfortable shade, welcome spring blossoms and delicious fruit will be provided. Finally the turf will add the green carpet, and the blue sky the ceiling for one of the most valuable assets of the well planted home.

McKAY'S Hardy Climbing Vines



Engelmann Ivy

IVY - Ampelopsis

ENGELMANN Ivy. A large five-leaved Ivy. Clings to brick or stone. A good grower and hardy. The best for the North and Northwest.

BOSTON Ivy (Veitchi). A splendid vine for covering any object, as it clings perfectly to the smoothest surfaces. The foliage is a bright glossy green, changing to bright tints of scarlet, crimson, and orange in the fall. Kills back some in cold, severe winters.

CLEMATIS

This family of plants is noted for its rapid, slender growth, delicate foliage and profusion of bloom through the summer. They do best in rich soil, and where they can have plenty of sun. We feature a few of the best. Give winter protection in this section.

Large Flowering Type

Blooming in June and July.

JACKMANI. Flowers are large, intense violet-purple. Remarkable for its velvety richness. It is a free grower and an abundant bloomer.

MADAME EDOUARD ANDRE. Flowers a beautiful, bright, velvety red.

HENRYI. Flowers large, creamy white. A robust plant and free bloomer.

RAMONA. Very large, lavender-blue flowers. Very decorative for trellises.

Small Flowering Type

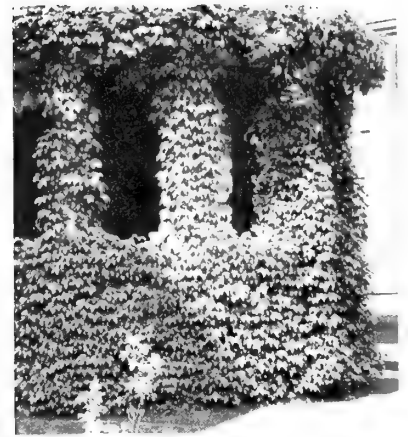
Blooming in September.

PANICULATA, Sweet Autumn Clematis. One of the most desirable and beautiful hardy garden vines, being a luxuriant grower and profuse bloomer, and possessing fine foliage; particularly useful for covering porches, arbors, trellises, and fences. Flowers are white, medium size, star-shaped, and very fragrant.

Vines are the lace and frills of Nature's dress. They beautify barren walls and fences; they soften the hard architecture of buildings. They will quickly drape themselves over a trellis or arbor, providing beauty of leaf and flower as well as cooling and refreshing shade.



Clematis Jackmani
A charming sight when covered with its purple flowers.



Boston Ivy

MATRIMONY VINE

Bushy, rapid growing vine, especially desirable for covering unsightly banks. It has inconspicuous purple blossoms in June, followed by enormous quantities of brilliant red berries in the fall that hang into the winter. Hardy.

SILVER LACE VINE

A beautiful vine covered with a foamy spray of delicate white flowers which appear late in the summer and usually last until frost. A strong grower. Hardy and satisfactory if covered—but if not covered will winter-kill. Cut off in fall to 12 inches above ground and cover with hay or leaves.

TRUMPET VINE

TRUMPET CREEPER (Radicans). A vigorous, woody vine with large 3-inch orange flowers in August. Fancy cut leaves. It is a native of this section; easy to establish and grows luxuriantly. This popular vine is an old favorite. Valuable for covering any kind of shelter or rustic work. Perfectly hardy.

WISTARIA

CHINESE PURPLE WISTARIA (Sinensis). A rapid growing, twining vine, attaining large size. Has long, pendulous clusters (like bunches of Grapes), of pale blue flowers in June. Our plants are grafted from blooming wood; such plants blossom sooner than plants not grafted.

BITTERSWEET

Grow your own winter bouquet of Bittersweet right in your own back yard; over a back fence or an arbor. This vine makes a fine decoration for the summer house if given a little help in climbing up. It is a native twining plant. Grows 10 to 12 feet in a season.

HONEYSUCKLE, Climbing

FLAME, Everblooming Honeysuckle (Heckrottii). A new variety of vine Honeysuckle blooming continuously from June until frost. Flowers trumpet-shaped, flame-red outside and golden yellow inside. Delightfully fragrant. May be grown as vine, shrub, hedge or ground cover.

SCARLET TRUMPET (Sempervirens). Flowers deep red, trumpet-shaped; flowers all summer; a native climber and appropriate for trellises and rockwork. One of the handsomest.

BETA GRAPE

Very hardy, fast growing vine. Ideal for arbors, fences or over a building. Cross between wild Grape and Concord. Fruit black, nearly as large as Concord. Good for tell and juice.

EUONYMUS

Evergreen Bittersweet

RADICANS. A slow growing, climbing, evergreen vine; with clinging tendrils that stick to any masonry or wall surface. Has small, round, glossy evergreen leaves. Sometimes called a broadleaf evergreen. Can be used as vine, ground cover or bush. Greenish white flowers and a profusion of orange-red berries in the fall and winter. Grows well in sun or partial shade. Should be protected lightly for winter.

← See picture.

COLORATUS, Purple Leaf Wintercreeper. Green foliage tinged with purple. Faster growing than others of this family. Turns a plum color in winter. A good ground cover.



Euonymus Radicans



Clematis Paniculata



"A MODEL OUTDOOR LIVING ROOM"

Another interesting creation of our landscape department. This otherwise ordinary back yard has been transformed into an "Outdoor Living Room." Properly screened-in from the adjoining properties, it insures calm seclusion for the home. The many Peonies and hundreds of Roses used in this garden provide color from June to October.



Festiva Maxima

PEONIES

Fine hardy plants, rivaling the Rose in perfection of bloom and coloring. Require little care as they thrive and do well in any soil. They can be planted in the fall or in the spring.

In descriptions below the season of bloom is indicated by "early," "midseason" or "late."

Consult Us on Your Landscape Problem

Free PLANTING INSTRUCTION Book—is furnished with every order of nursery stock that we ship out.



Karl Rosenfield

PINK

Albert Crousse. Soft shell-pink with narrow compact petals. Rose type. Late.

Edulis Superba. Dark pink. A round ball of flower petals sitting on a saucer of large guard petals. Very early; fragrant. Called the Decoration Day Peony.

Kelway's Glorious. Slightly tinted pink buds opening into very large blossoms of iridescent white. One of the finest Peonies. Late midseason.

Martha Bulloch. Deep rose-pink centers shading to silvery shell-pink in the outer petals. Mammoth double blossoms, often 9 to 12 inches across. Stalks strong and erect. Late midseason.

Mons. Jules Elie. Flesh-pink, shading to lilac at base of petals, while the tips of petals are overlaid with a sheen of silver. Enormous, large full flowers, resembling Chrysanthemums. Early; pleasing fragrance. A very highly rated Peony.

Sarah Bernhardt. Apple-blossom-pink, with each petal silver-tipped. Large, semi-rose type; late; pleasing fragrance. A good grower and a prolific bloomer.



Mons. Jules Elie

RED

American Beauty. Medium red, very double; late; fragrant. A strong grower.

Felix Crousse. Brilliant red; large ball-shaped flowers; late midseason; fragrant. A popular red.

Karl Rosenfield. Clear crimson-red; large rose type flowers; early midseason. Excellent bloomer. One of the best reds. See picture above.

Longfellow. A popular red Peony, because of its bright crimson color and general dependability. Strong, stiff stems. Early midseason.

WHITE

Alsace Lorraine. Pure white tinted with cream and buff in the center. Large flowers on long, stiff stems. Midseason.

Baroness Schroeder. A soft pink, fading to a milk-white as it opens. Large, full flowers of good substance. Late midseason. Fragrant.

Festiva Maxima. Pure white with a fleck of crimson in the center. Large globular flowers of rose type, in fact with a Rose fragrance; early. An old standby and the best early white.

Frances Willard. Blush-white with an occasional carmine touch changing to pure white. One of the world's most beautiful Peonies.

Jubilee. Very large ivory-white. A beautiful flower with long, narrow petals loosely arranged, producing a very attractive feathery effect. Midseason.

McKAY'S Famous Evergreens

McKay's Evergreens represent the best strains of trees, properly grown and trimmed, transplanted and cultivated to insure a well formed top and a healthy root system.

Specializing over a period of many years in the growing of specimen evergreens, we offer the largest and most complete selection to be found anywhere in the Northwest. McKay's Famous Evergreens are adapted to practically every home beautification need. An unusually wide choice is offered in form, color and texture of the foliage. Our assistance in arranging your planting plans is available without cost.

Sm. Trees commonly less than 10 feet at maturity.

Med. Trees usually from 10 to 50 feet at maturity.

Lg. Trees usually growing to a height of 50 feet or more at maturity.

This colorful foundation planting of a modern home shows the effective use of spreading and upright evergreens

The Arbor-Vitae family, also called the White Cedar, is identified by its flat sprays of scale-like leaves, as contrasted with a strictly needle type of leaf, which is found on the other varieties of evergreens. They will grow in any good moist soil. They can be held to size because they all stand shearing well, lending themselves to small property planting.

ARBOR-VITAE (Thuya)

AMERICAN ARBOR-VITAE (*Occidentalis*). Med. The best known of the genus. Usually grows bushy at the bottom, tapering into a cone toward the top. It is most used as a low trimmed evergreen hedge, although it also makes a good untrimmed hedge, growing to a height of 15 to 20 feet. Useful for foundation plantings.

DARK GREEN American Arbor-Vitae. An improved type of Arbor-Vitae, with a very much richer dark green color. It also grows wider, heavier and bushier than the parent type. A beautiful tree to plant on the outside corners of a ranch type home. See picture at left.

GLOBE ARBOR-VITAE (*Globosa*). Sm. Of dense, dwarf habit, globular in outline; requires no shearing and always in good form. See picture below.

PYRAMIDAL ARBOR-VITAE (*Pyramidalis*). Med. The Pyramidal Arbor-Vitae is one of the most beautiful columnar types of evergreens. Because of its rapid growth, its good green color and the fact that it lends itself to shearing (thus keeping it at any desired size), it is one of the most useful of the pyramidal form trees. It can be used on either side of the entrance or in other places where narrow, tall effects are desired. See picture at right.

SIBERIAN ARBOR-VITAE (*Wareana*). Sm. Forms a dense and somewhat globular body of very symmetrical appearance. Somewhat harder than the Globe Arbor-Vitae.

Evergreens
Like These
Will Add
Charm to
Any Home

← Dark Green
American Arbor-Vitae

Globe Arbor-Vitae

Pyramidal Arbor-Vitae



Dundee Juniper



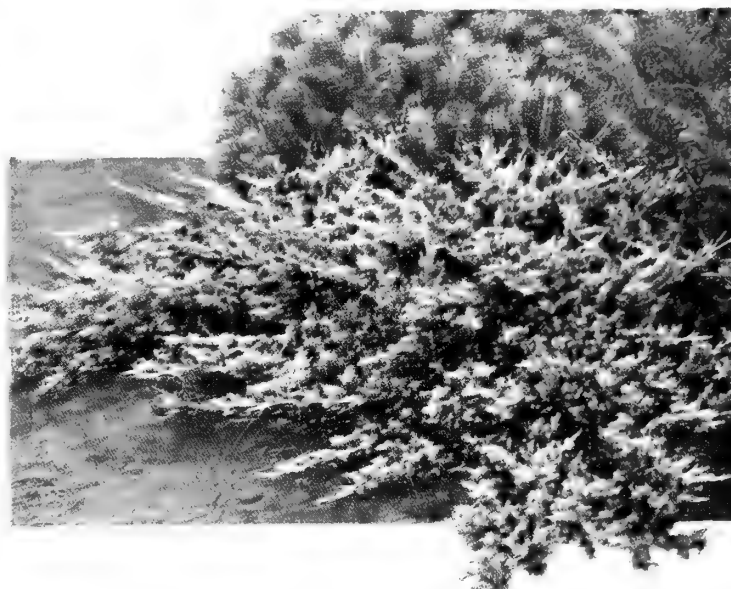
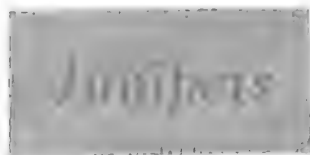
Taxus
Cuspidata

1 Juniper Dundee

5 Taxus Cuspidata Improved
(sheared into globes)

2 Juniper, Pfützer's
(in foreground)

2 Taxus Intermedia
(on either side of walk)



ANDORRA (*Complanis depressa plumosa*). Sm. A low, low-growing, spreading, dwarf evergreen of graceful form and most distinctive coloring, a beautiful silvery green in the spring, turning to a silvery purple or plum color in the fall.

It grows about 8 to 12 inches tall and has a spread of 3 or 4 feet when fully developed. Stands pruning. See picture above. Also see picture of this evergreen in Darlington Hospital planting on page 20.



Splendid
Evergreens
for
Foundation
Plantings
By McKay's

Pfützer's
Juniper

JUNIPER - Juniperus

The Junipers form one of the most important groups of evergreens for landscape planting. The pyramidal and upright forms make beautiful specimens for entrance and group plantings where you need architectural emphasis. The spreading forms are very good for foundation plantings and edgings for the taller trees. The prostrate forms are used for ground covers and rock gardens. As a family they are effective in all landscape plantings because of their variation in form and color tints. They are extremely hardy and of rapid growth. Prefer a sunny situation and do well in all the sandy and drier soils of the region.

ANDORRA.

See page 19.

CANNART (Cannarti). Med. One of the leading varieties of Junipers, having a rich green, tufted foliage. It holds its color throughout the winter. An irregular, upright grower, which, if trimmed, can be made very compact and dense, and kept at any size wanted. Some trees bear a heavy crop of blue and silver-colored Juniper berries (which hang well into the fall and are relished by some birds). A medium sized tree, growing to 8 or 10 feet.

COLUMNARIS (Chinensis Pyramidalis). Med. A distinct, narrow columnar tree with a decorative blue-green foliage, retaining its color well into winter. Needles are sharp and swordlike, of a glaucous blue-green color.

COMMUNIS, Vase Shape. Sm. A horizontal selection of the Juniper Communis, growing more erect and vase-shaped. It has an attractive grayish green color with sharp prickly needles. Rapid grower. Semi-dwarf.

DUNDEE.

See page 19.

GLAUCA. Med. This variety is unique because the entire young growth is of a silvery blue, which changes to beautiful bluish green in winter. It never grows very large and it can be kept small if desired.

PFITZER'S—SPREADING FORM.

See page 19.

PFITZER'S—UPRIGHT FORM. Sm. This is a regular spreading type of Pfitzer Juniper, which we have staked into an upright growing position in our nursery. Its branches then grow horizontally like those of the regular Pfitzer. The result is a spreading evergreen that has the height you need when you plant it.

BLUE PFITZER'S (Juniper Glauca Hetzi). Sm. The outstanding evergreen introduction in recent years. Like its parent, Pfitzer's, it has a spreading habit but instead of green foliage, this has a silver-blue foliage that attracts attention. Used in foundation planting, it will add color variety to the landscape picture. It can be sheared and kept at any size. Perfectly hardy.

SARGENT. Sm. Foliage is bright green when it first comes out, changing to bluish cast as the season advances. It only grows a few inches tall and makes a mat 3 to 4 feet across when fully developed. An extremely hardy type which will do well in poor soil.

SAVIN (Sabina). Sm. Of dwarf, spreading growth. Hardy and thrives well on poor soil; a favorite for rock-work.

STRICTA. Sm. This variety has a fine silvery green color and grows conical in silhouette, tapering from the ground to a sharp point at the top. Its growth is compact and very slow, which makes it an ideal plant for foundation and rock garden planting. Use in southern Wisconsin and Illinois only.

DARLINGTON MEMORIAL HOSPITAL DARLINGTON, WISCONSIN

Both pictures show a landscape accomplishment of 5 years of growth.



PFITZER'S JUNIPERS were used to form the foundation planting of the long horizontal line of evergreens, under the windows, across the front.



JUNIPER ANDORRA were used as a ground cover or carpet, on the terrace between two dry stone walls, under the center elm. The second wall was only 12 inches high behind these trees.

JUNIPER, PFITZER'S were used in the same terrace, to the right of above Andorras and under the elm on the right side of above picture. Here the second wall was 18 inches high behind these evergreens. It covers it up very nicely for 12 months of the year.

TAXUS CUSPIDATA (Spreading Japanese Yews). Were used for the foundation planting across the front of building.

SPIREA FROEBELI was used under the big glass block windows on the end of the building.

MOLINE ELMS are the 3 elm trees in picture. Note the uniformity of growth of these elms in both of the above pictures. They represent our best strain of grafted elms.



Visit
our Nurseries of over
650 acres
at Waterloo, Wis.

SPECIMEN EVERGREENS

All of McKay's Specimen Evergreens are sold B&B (Balled and Burlapped). This means they are dug out of the field with a solid ball of earth and wrapped with burlap.

It's Not a Home - Until it's Planted

FIR - Abies

DOUGLAS FIR. Lg. A beautiful, tall growing, conical form tree, with spreading horizontal branches, quite flexible. Needles are 1 inch long, of a soft bluish green color. A rapid growing tree, valuable for its hardiness and adaptability to many situations. It thrives well in almost any location. A native of the Rocky Mountains. See picture.

CONCOLOR FIR (White Silver). Lg. The showiest of the Firs. A beautiful picturesque species from Colorado, with long thick needles, varying from a light green to a soft blue. A good specimen tree for the lawn, or for color contrasts in groups of trees of darker colors.



Douglas Fir

HEMLOCK - Tsuga

HEMLOCK. Med. One of the evergreens for planting in shady places, and where it has a little protection from the wind. It likes the north side of a building and plenty of moisture. A graceful tree with loose open growth, slender and drooping branches.



Mugho Pine

Broad, spreading habit and pale green, candle-like young shoots feature Mugho Pine

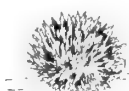
TABLE OF EVERGREENS and THEIR CHARACTERISTICS

VARIETY OF J. B. BRECKENRIDGE AND ASSOCIATES					Sun or Shade	Hardiness
Variety	Form	Soil	Color	Landscape Value		
Juniper Andorra	CR	Thrive in any well drained soil.	Silver-blue	Rock garden—Turns silver-purple for winter. Banks —Holds color for winter. Ground Cover—Browns for winter.	Sun	H
Juniper Sargentii	CR		Dark green			H
Juniper Communis	SE		Gray-green			H
Juniper Pfitzeriana*	SE		Dark green	VH		
Juniper Pfitz. Blue	SE		Silver-blue	H		
			Very good for foundation plantings.			
Juniper Savin	SE	Do well in the sandier soils of the state.	Dark green	Foundation, border, rock garden, group plantings.	Sun	H
Juniper Cannarti	IU		Deep green			VH
Juniper Glauca	IU		Silver-blue	H		
			Foundation, group, naturalizing. Blue berries for winter.			
Juniper Dundee	Py		Bluish gray	Specimen, foundation, group. Changes to plum-purple for winter. Holds good color throughout year.		VH
Juniper Columnaris	Py		Bluish green			H
Juniper Virginiana	Py		Green	Groups, naturalizing, screens. Browns for winter.		VH
Arbor-Vitae Siberian	Gl	Moist loam	Green	Formal trees for foundation planting and accents. Give plenty of water, especially in fall before ground freezes. Hedge, foundation, group, background, screen.	{ Sun or Partial Shade	VH
Arbor-Vitae Pyramid	Py		Green			VH
Arbor-Vitae American	Co		Green			VH
Fir Douglas	Co	Average	Dark green	Specimen, group, background, screen.		VH
Pine Mugho	Gl	Average	Light green	Foundation, specimen, rock garden. Specimen, group, background, screen, windbreak, or naturalizing. Austrian Pine is best for lawn specimen. Red Pine grows in poorest and sandiest of soils.	Sun	VH
Pine Austrian	Co		Deep green			VH
Pine White	Co		Green			VH
Pine Red	Co		Deep green			VH
Spruce Black Hills	Co	Average	Blue-green	Specimen, group, background, screen, windbreak. Lawn specimen, or use one or more trees in an evergreen group. Group, background, screen, windbreak, woodlot. Most rapid grower.	Sun	VH
Spruce Colorado Blue	Co		Silver-blue			VH
Spruce Koster's Blue	Co		Silver-blue			VH
Spruce Norway	Co		Dark green			VH
Hemlock Canadian	IU		Green	Foundation, group, hedge, screen, naturalizing.	Shade	VH
Taxus Cuspidata	SE	Average Moist loam	Very dark Green	Ideal for foundation planting; also in groups. Beautiful evergreen. Some have red berries in winter.	Sun or Shade	H
Taxus Capitata	Co					H
Taxus Intermedia	SE					H
Taxus Brevifolia	Gl					H

*Juniper Pfitzeriana will stand some shade and grow in most any kind of soil. Hardiness: VH Very Hardy. H: Hardy in southern Wisconsin.



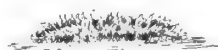
IU (Irregular Upright)



Gl (Globe)



Py (Pyramidal)



Cr (Creeper)



SE (Semi-Erect)

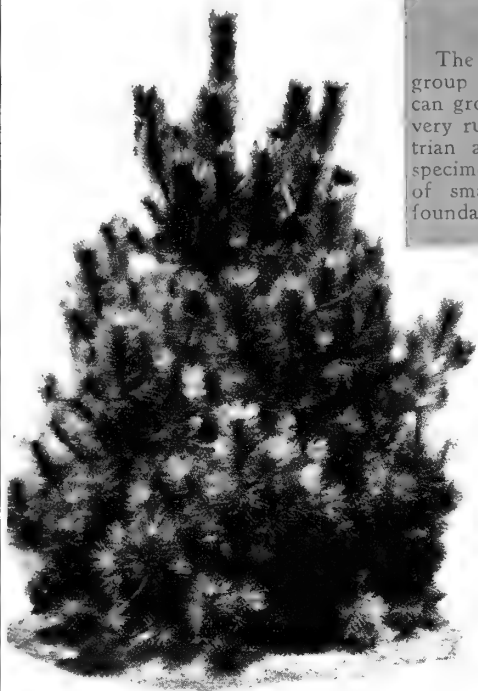


Co (Cone)



-Pinus

The Pines are used principally for group or mass plantings where the trees can grow to a fairly large size. They are very rugged and picturesque. The Austrian and red Pines make good lawn specimen trees, while the Mugho, being of small dwarf habit, lends itself to foundation planting work.



Austrian Pine

AUSTRIAN (Nigra). Lg. A robust, stately Pine, rapid in growth and very hardy. It is one of the most picturesque Pines, making a tall, handsome tree, with a broad, oval head. Has long, stiff, dark green needles. Fine for lawn specimen or evergreen group planting. See picture at left.

MUGHO (Mughus). Sm. A very choice, hardy, dwarf evergreen; slow growing, compact and neat in its habit, somewhat globular. Our trees are of the true compact type. Valuable for foundation planting. See picture page 21.

RED or NORWAY (Resinosa). Lg. Another long-needled Pine, resembling the Austrian Pine. Native of Northern Wisconsin. See picture.

WHITE (Strobus). Lg. The "King of the North Woods." The most ornamental of our native evergreens; foliage light, delicate or silvery green. Grows in the poorest, light, sandy soil.



Red Pine

YEW -Taxus

The Yews are particularly noteworthy for their rich, dark green foliage, the color of which is held throughout the year. They grow rather slowly, stand shearing well, and are especially useful for foundation plantings. All Yews are heavy feeders, and respond to fertilizer with better vitality and more rapid growth.

CUSPIDATA. Med. A bushy, irregular, spreading type of Yew, growing like the Pfitzer Juniper. As with the Capitata, about half of the new growth should be cut off every summer to thicken and shape the tree. The development of this tree (as well as that of any of the other Yews), can be regulated by pruning. By shearing the sides, the growth will be more upright. Likewise by shearing the top, the growth will tend to be more spreading. See picture page 23.

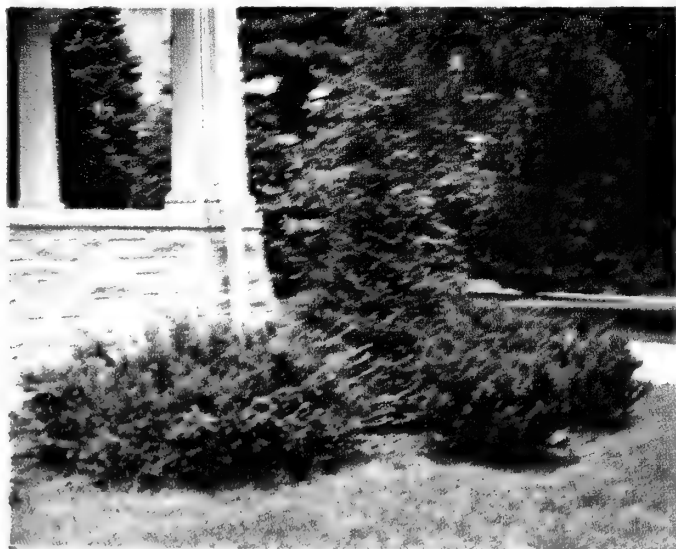
CUSPIDATA, Improved. A selected sport of *Taxus Cuspidata*, which grows thicker and more upright, forming a more globular type of Yew. With a little trimming it can be shaped into a perfect globe.

CUSPIDATA INTERMEDIA. Sm. This is one of the newest varieties, which we like very much. It is a hybrid development of *T. Brevifolia* with its same rich dark green, heavy, plump needles. Grows faster and larger than *Brevifolia*, but not as fast or large as *Cuspidata*. One of the hardier Yews. See picture below.

DENSIFORMA. Sm. Another Japanese Yew of the *Intermedia* type. Grows very compact with rich dark green foliage. Medium fast grower. Never gets very large. For Southern Wisconsin.

CAPITATA. Med. An upright growing conical tree, broad at the base and tapering to the top. Because it is such a fast grower about half of the new growth should be pruned off every summer. This tends to thicken the tree and form a better shape. See picture page 23.

BREVIFOLIA. Sm. A low, bushy, dwarf variety, very compact and dense, with heavy dark green, waxy needles. Very slow growing. Rarely gets more than 2 feet high. Hardest of all Yews.



A Pleasing Arrangement of Upright and Spreading Yews



Taxus Intermedia



Black Hills Spruce

BLACK HILLS. Med. We wish to call particular attention to the Black Hills Spruce. This variety, being the smallest of the Spruces, develops into sturdy, heavy bodied, compact, conical trees. It is a native of the Black Hills country of South Dakota, and as such will stand some dryness. Its color green, with a silvery blue cast. Hardy, easily planted and a great favorite.

NORWAY. A very thrifty and rapid growing Spruce of a good green color. Best Spruce for screens and windbreaks. Also useful for backgrounds of group and mass plantings, where it soon towers up behind the other evergreens.

BELOW: Here is a ranch type house, charmingly planted a beautiful wide open lawn and a Honey Locust so set that it shades the picture window in mid-afternoon.

-Picea

The Spruces are among our best known evergreens. The needles are short, stiff and sharp pointed. They all grow tall and upright, forming a densely branched cone. They are used for group and mass plantings, screens and windbreaks, and as lawn specimen.

COLORADO BLUE. The handsomest tree on the Rocky Mountain trail. Picture in your mind a perfectly shaped tree, filled with heavy foliage of a rich, glistening blue, flashing and sparkling in the sunlight. It is used mostly for specimen lawn planting, where it becomes the prize tree of the property. One or two of these trees planted in among other dark green foliage evergreens add distinction to the group.

COLORADO GREEN. Similar to the Colorado Blue Spruce but green instead of blue in color.

KOSTER'S BLUE. Lg. A grafted form of the best of the Blue Spruces. The triumph of evergreen development—when man and Nature teamed to produce true beauty. Foliage is silvery blue, densely crowded on the many branches. McKay's plantings of this beautiful and popular evergreen have been grown with great care from stock which we know is the genuine Koster's, guaranteeing its true blue color.



Blue Spruce
We offer both Koster and Colorado Blue Spruce

Evergreen Windbreaks

An Evergreen Windbreak on a farmstead is best appreciated by the farmer who already has one. Such a windbreak not only tempers the cold winds for both man and animal's winter comfort, but also saves on feed for the livestock.

Norway Spruce

*Our Landscape Architects
Plan "With You"*

*Taxus
Cuspidata
(Sheared)*

*Taxus
Capitata*



"SEEING IS BELIEVING"—Photo above shows a field of 50,000 apple trees growing in our nurseries at Waterloo, Wis. You have to see these trees to appreciate their worth. Northern grown, selected varieties—for our Wisconsin soils and climate.

McKay's OVER 650 ACRES OF



Close up of Viburnum Dentatum shows fullness and uniformity of this beautiful shrub.



Spreading Yews are popular in modern landscape plans.



Upright Yews (Taxus Capitata) show the uniform high quality of McKay Nursery Stock.



Careful attention is given the development of Spruce.



Row after row of sturdy shrubs, the result of McKay's careful growing techniques.



A beautiful sight at the nursery—the blooms of Hydrangea Pee Gee



Spreading Pfitzer Junipers are grown by the acre and are always in great demand.



Time, patience, and care produce these fields of evergreens.

NURSERY AT WATERLOO, WIS.

Suggestions by McKay representatives enable you to give your stock the best care, after it's planted. A brief investigation will convince you that the installation of McKay stock is a sound investment—one that will increase in value during the years to come.

Soil preparation, planting, cultivation, maintenance,

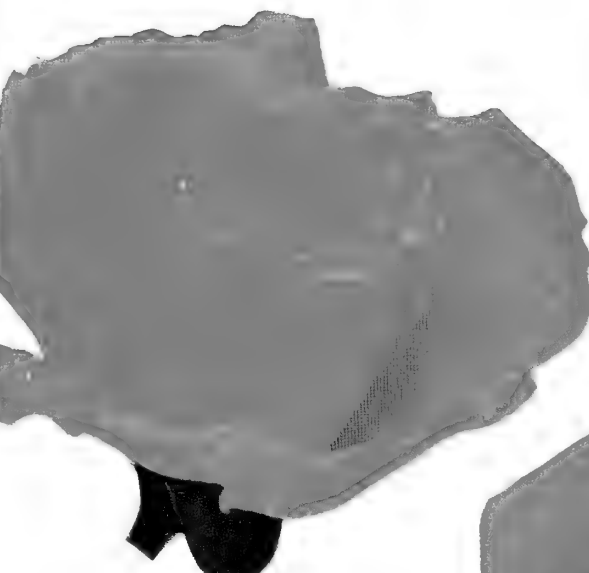
digging, storage, packing, shipping—every step at the nursery receives the careful attention of McKay experts.

Many skills are represented among the employees of the McKay Nursery Co. McKay's have trained workers with every facility to speed their work—to fill your order.




McKay's ROSE

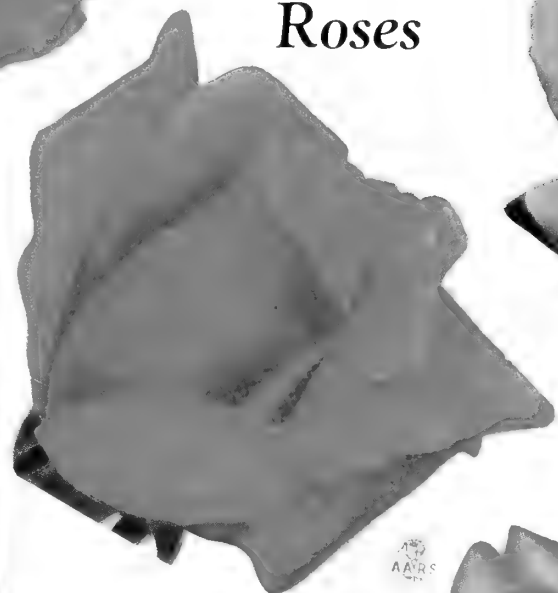
Hybrid Tea Roses




McGREDDY'S YELLOW. Untiding canary-yellow flower of excellent form. Vigorous and free blooming with dark glossy foliage. A fine cup-shaped Rose of lovely, clean color. One of the best yellow Roses 25 petals.




SHOW GIRL. (Patent No. 646.) The Rose with magnificent buds. Long deep pink buds opening into lovely phlox-pink flowers, with large petals. Very fine for cutting. Tall bush with heavy canes; strong and vigorous. 35 petals.




CHARLOTTE ARMSTRONG. (Patent No. 455.) Blood-red buds opening into cerise blooms. Blooms throughout the season. Long stems are fine for cutting. The leaves are leathery, semi-glossy, dark green, and highly resistant to diseases. Vigorous. 30 petals.




CHRYSLER IMPERIAL. (Patent No. 1167.) A rich crimson Rose with a sparkling color of iridescent tones, which change with the play of light. Long, tapering buds of velvety maroon, opening into perfect 4- to 5-inch, high-centered flowers. Large, dark green, semi-glossy leaves. 1953 All-America. 40 petals.



TIFFANY. (Patent No. 1304.) A beautiful phlox-pink Rose, producing blooms of outstanding quality. The long, pointed buds are deep pink, shaded golden yellow at the base. They open to perfectly formed, high-centered blooms. Plant is upright, with beautiful dark green foliage. Very fragrant. All-America Award 1955.



PEACE. (Patent No. 591.) Gorgeous, 5-inch, large petaled flowers of golden yellow etched with pink with the color changing from yellow to an iridescent cream. A vigorous grower, continuously in bloom. Large, glossy, dark green, healthy leaves. An All-America selection. Generally conceded to be the finest Rose ever produced. 50 petals.



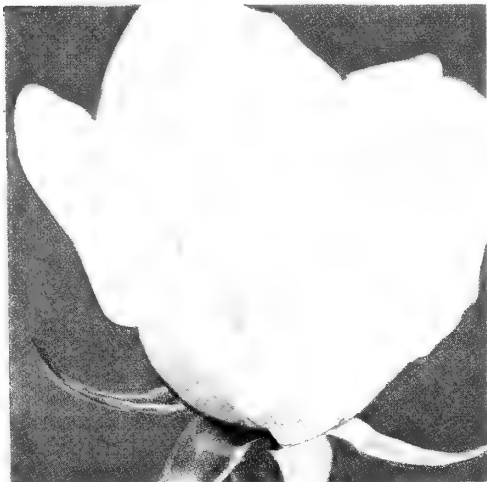
MIRANDY. (Patent No. 632.) One of the finest dark red Roses in the world. The long buds of rich maroon open into beautiful flowers of glowing red with a delightful fragrance. All-America, 1945. 50 petals.

FAVORITES

PLANT ROSES by the DOZEN



DUQUESA DE PENARANDA. Large double flowers of cinnamon-peach color; very fragrant. Strong, upright plants with good foliage. The autumn bloom is really fine. 35 petals.



WHITE KNIGHT. (Patent Applied For.) A spectacular white Hybrid Tea Rose with superb form of both bush and flower. The satiny white blossoms hold their pure color on long stems ideal for cutting. All-America Award 1958. The first white Tea Rose ever awarded that honor. 35 petals.



HELEN TRAUBEL. (Patent No. 1028.) The flower is a lovely blend of sparkling pink and luminous apricot, approaching stange tones. Long, graceful buds. Large flowers with good form and pleasing fragrance. Tall grower. Easy to grow. 30 petals.



MOJAVE. (Patent No. 1176.) Here's a top flight new Rose, aflame with warm apricot-orange tints that glow like the Mojave Desert sun. Beautiful, long, tapering buds and big, fragrant, long lasting flowers. It's tall, extremely vigorous and seldom without blooms. All-America, 1954. 35 petals.



ETOILE DE HOLLANDE. Gorgeous crimson red Rose of magnificent size and perfect form. Vigorous grower, healthy, free flowering, gloriously fragrant. Highly rated. 35 petals.

CRIMSON GLORY. Large, double, deep crimson-red flowers, shading to oxblood. Blooms profusely on a heavily branched bush. The fragrance is delightful. The outstanding dark red Rose. 35 petals.

ECLIPSE. Popular "Strained Rose" with distinctive, sleek, tapering, golden yellow buds, often 4 inches long. Open blooms are large, well formed, semi-double, of a rich uniform yellow. Prolific bloomer. Vigorous plant with disease resistant foliage. 30 petals.



McKAY'S Hybrid Tea Roses

Red

CHARLOTTE ARMSTRONG. See page 26.

CRIMSON GLORY. See page 27.

CHRISTOPHER STONE. Bright velvety scarlet-red flowers of good form. Its golden stamens appear as the blooms open. Vigorous, upright grower, free flowering. Fragrant. Rated as one of the best. 35 petals.

CHRYSLER IMPERIAL. See page 26.

ETOILE DE HOLLANDE. See page 27.

GRENOBLE. Large, globular, brilliant red, almost scarlet flowers; very full and fragrant. Free bloomer. 45 petals.

McGREDY'S SCARLET. Large, loosely formed, vivid rose-red flowers. Slight fragrance. Blooms continuously. 35 petals.

MIRANDY. See page 26.

NOCTURNE. (Patent No. 713.) Pleasantly fragrant, cardinal-red Rose with dark shadings of crimson. Long perfect buds of exquisite shape open to form large, richly textured flowers. Strong grower. All-America, 1948. 30 petals.

TEXAS CENTENNIAL. A brilliant red sport of the famous President Hoover Rose. Its red buds open into blooms of salmon-red or coppery-pink; which in turn tone down to dark pink with age. Fragrant. Makes a large, tall and robust plant. 35 petals.

Yellow

ECLIPSE. See page 27.

McGREDY'S YELLOW. See page 26.

MRS. E. P. THOM. Slender yellow buds opening to large well shaped blooms of rich canary-yellow. Delicate fragrance. Blooms freely. 43 petals.

MRS. P. S. DU PONT. Rich reddish gold bud opening to a full, golden yellow flower. Fragrant. Plants are bushy, have a good glossy foliage and bloom all the time. 42 petals.

PEACE. See page 26.



McGredy's Ivory

Everblooming

No flower grown can compare with the Rose! Its rich fragrance, exquisite coloring and lovely form have made it the Queen of the flower garden.

McKay's Roses excel in the following:

1. Strong, heavy dormant plants.
2. Well rooted plants.
3. Outdoor, field-grown plants, where they have received the best care.

The Hybrid Tea Roses described below represent the choicest varieties of ever-blooming Roses; Roses that will bloom from June until frost. Experience the great enjoyment of growing your own Roses this summer.

**You will Like Roses!
Why Not Grow Them?
You Can.**

Multi-Colored

CONDESA DE SASTAGO. Cup-shaped flowers of fiery copper inside and rich gold on the outside. A most striking Rose, becoming very popular. Rich spicy fragrance. 50 petals.

DUQUESA DE PENARANDA. See page 27.

HELEN TRAUBEL. See page 27.

MOJAVE. See page 27.

PRES. HERBERT HOOVER. A charming combination of cerise-pink, flame-scarlet, and yellow. The large flowers, on long stems, hold up well after cutting. Rich fragrance. Belongs in every garden. 25 petals.

SUTTER'S GOLD. (Patent No. 885.) Beautiful long-pointed golden yellow buds, richly shaded with orange and red; opening into lovely high-centered, open flowers of yellow with coppery veins through the petals. The plant is vigorous, free branching and a heavy bloomer. Disease resistant. Most fragrant of all yellow Roses. All-America, 1950. 25 petals.

TALISMAN. A glorious combination of rich red and gold buds opening to deep rose and yellow. Flowers are small but fragrant, free bloomer. Fine for cutting. 25 petals.

TIFFANY. See page 26.

Pink

EDITH NELLIE PERKINS. Fine, two-toned pink variety. Buds large, rose-carmine, shading to orange and cream, opening into a perfect salmon-pink. Strong grower. Free bloomer. 40 petals.

EDITOR McFARLAND. Clear brilliant pink; perfectly formed on strong stems. Long lasting when cut. Fragrant, a magnificent Rose. 30 petals.

PINK DAWN. A fine deep rose-pink bud, opening to a lovely pink flower with an orange base tint. Fragrant. Vigorous. 60 petals.

SHOW GIRL. See page 26.

White

CALEDONIA. Long pointed buds opening into large flowers with incurved petals and a delightful fragrance. A superb Rose. 25 petals.

KAISERIN A. VICTORIA. Creamy white buds, opening to large white flowers, excellent for cutting. Moderate grower. 90 petals.

McGREDY'S IVORY. Pointed bud opening to large creamy white flower touched with pale yellow at base. Wonderful fragrance. One of the finest whites. 35 petals. See picture at left.

MME. JULES BOUCHE. Pointed buds and high centered flowers of pure white with a slightly pink center. Strong plants; always in bloom. Fine bedding Rose. 40 petals.

WHITE KNIGHT. See page 27.



Kaiserin A. Victoria

GRANDIFLORAS

A brand new class of Roses, just defined by the American Rose Society.

The following are their qualifications.

1. The flowers feature the classic high-centered form, long stems and in some cases the fragrance of the Hybrid Teas.
2. The blooms are usually borne in clusters, like the Floribundas; so you get many more blooms than are usually produced by the Teas. Generally the flowers are not as large as specimen blooms on Teas.
3. The plants are extremely vigorous and relatively taller growing than those of Floribundas and Teas. This makes them good for back row planting in a Rose garden.

This new class of Roses is going to do a lot to glamorize Rose gardens.

BUCCANEER. (Patent No. 1119.) The brightest and most colorful yellow Rose there is. Buds are long, slender, and tapering; of a pure sunshine-yellow; open into cup-shaped flowers. Plant in rear of Rose bed; it grows quite high.

CARROUSEL. (Patent No. 1066.) The large double flowers could easily class this Rose as a Hybrid Tea, but the blooms appear in clusters, and therefore classed as a Grandiflora. Continuous mass of glowing deep red flowers. Rather upright and tall growing. Mildew resistant. See picture page 30.

MONTEZUMA. (Patent No. 1383.) The bright orange-scarlet of its fresh buds changes to salmon-orange in the open flower. The sleek buds are borne in profusion. The plant is a compact grower with leathery, semi-glossy foliage.

QUEEN ELIZABETH. (Patent Applied For.) Perfect pink buds which open into high-centered, open blooms. An extremely tall and vigorous plant—called a Grandiflora—the newest thing in Roses. Almost thornless. 1955 All-America.

PLANTING DISTANCES

Hybrid Teas: 18 to 20 inches apart.

Floribundas: 20 to 24 inches apart.

Grandifloras: 24 inches apart.

Rugosas: 3 to 4 feet apart.

Native Roses, etc.: 3 to 4 feet apart.

Rugosa Hybrid Roses "Eskimo Beauties"

The Rugosas have a tough wood with thick, leathery, dark green foliage, which, in most instances, is entirely free of insects or diseases. They are vigorous growers, growing from 3 to 5 feet high, depending on the variety. All types of Rugosas are benefited by severe pruning at least every two years. They should never be allowed to become "leggy."

This group has been rightly called "Eskimo Beauties" because of their extreme hardiness in the North.

BELLE POITEVINE. Clusters of large, semi-double, open blooms of soft pink. The plants produce an abundance of foliage. Bloom moderately but continuously all summer.

HANSA. Semi-double, crimson flowers turning to purplish red with age. The flowers come in clusters, bloom heavily in June and lighter through the summer. The best red Rugosa.

See picture below.

F. J. GROOTENDORST. Beautiful, small red flowers in clusters resembling a red Carnation. It blooms from June until frost. Typical foliage and habits of the Rugosa, except it is more compact and does not grow as high, usually about 3 to 4 feet. It should be pruned back severely each spring.

GROOTENDORST SUPREME. An improved F. J. Grootendorst Rose with deeper crimson-red and longer lasting flowers.

PINK GROOTENDORST. The habit of the plant and shape of bloom are the same as the parent F. J. Grootendorst, but the color is clear, light shell-pink.

SIR THOMAS LIPTON. The best pure white Rugosa Rose. Strong and vigorous; grows 4 feet high. Flowers double, pure snow-white. Fragrant, borne continuously throughout the season.

ROSA RUGOSA RUBRA

This Rose originated in the Orient. It is very hardy, a vigorous grower and is not troubled by insects. Grows 3 to 4 feet high. It has thick, leathery, wrinkled leaves, and the pinkish red flowers in June and July are followed by scarlet fruits or haws, which are very colorful in the fall.

FREE PLANTING INSTRUCTION BOOK

Is furnished with every nursery stock order that we ship out.



PLANT ROSES by the DOZEN



Grootendorst Rose

PRAIRIE or Shrub Roses

These Roses of native origin are hardy and need no winter protection. The varieties listed below have attractive single pink flowers ranging from 1½ to 3 inches in size.

BLANDA (Meadow Rose). Strong growing Rose, 3 to 5 feet high, with thornless branches of reddish purple color. Soft pink flowers. Red fruit pods in the fall. Will grow on poor and sandy soil.

LUCIDA (Virginia Rose). Blooms for 4 to 6 weeks, with pink flowers. Upright grower 4 to 6 feet high. Its reddish stems and shiny red fruits are attractive all winter long. It is the best Rose to use as a bank cover. It spreads rapidly by root suckers, chokes out weeds and takes over the ground rapidly.

SETIGERA (Prairie Rose). Characterized by its long, arching branches which grow from 5 to 8 feet long and bend over to the ground. The pink flowers in July are gorgeous and come at a time when most spring and early summer shrubs are out of bloom. See picture below.

AUSTRIAN BRIER ROSES

And Related Types

A yellow flowered early blooming species that add variety and charm to the landscape. Mostly used as bushes in, or as part of, a shrub planting; sometimes in the foundation planting.

HARRISON'S YELLOW. The lovely old-fashioned yellow Rose of our grandmother's garden. It grows into an open bush with long canes and golden yellow, semi-double flowers blooming in early June. Fragrant.

HUGONIS (Golden Rose of China). Hugonis takes first place among the single flowered early sorts. Just before Bridal Wreath season it is completely covered with large, clear yellow flowers, borne profusely along the slender arching branches, making a striking display.



←
*Hansa
Rose*

→
*Setigera
Rose*



FLORIBUNDA ROSES

*Else
Poulsen*



*Improved
Lafayette*



WHAT ARE FLORIBUNDAS?

Floribundas are an entirely different and distinct group of Roses. They are the most prolific bloomers. Floribundas start blooming early in June and continue to produce until freezing weather. Their masses of color through the summer produce a striking and permanent display.

Size of flowers depends on variety, but some of them are almost as large as the Teas. They grow vigorously with canes from 20 to 30 inches high. They are easier to care for and more hardy than the Teas. Like all Roses, they require sun and do their best in heavy fertile soils. They are ideal for bedding and borders.

Where color is important they merit a place in any garden. Truly, they are the "Roses of Tomorrow."

CIRCUS. (Patent No. 1382.) A thrill-packed show of constantly changing color as bright reds and yellows vie for attention with orange and pastels of buff and pink. Distinctly different. Be among the first in your neighborhood to display this enchanting beauty. Never without flowers all summer. The plants are vigorous growing, with a wealth of dark green, disease-resistant foliage.

See picture below.

DAGMAR SPATH (White Lafayette). Similar to the Improved Lafayette but with large trusses of white flowers occasionally flecked with red.

ELSE POULSEN. Single, semi-curling or ruffled bright rose-pink flowers of large size. Erect and free flowering.

See picture above.

EUTIN. Glowing carmine-red Roses on strong stems, with large clusters of flowers. Globular, pointed buds which open into cup-shaped flowers. Large leaves. Vigorous.

FASHION. (Patent No. 789.) Finest of all Floribundas. Brilliant, luminous coral-red buds open into miniature Hybrid Teas of coral-pink suffused with gold. Blooms very freely from June until frost. Delicately fragrant. 1950 All-America.

FROLIC. (Patent No. 1179.) Clear bright pink flowers in large clusters, each bud opening perfectly into large double blooms. Its compact habit and ability to produce flowers almost down to the ground makes it perfect for foreground, hedge or border planting. The bloomingest Floribunda there is.

FLORADORA. Constantly in bloom and an entirely new shade of Roses. A brilliant geranium-red or cinnabar-red, as arresting under artificial light as in the garden.

FRENSHAM. English Gold Medal Award Winner. An outstanding new crimson-red. Large, bushy plant.

IMPROVED LAFAYETTE. Handsome semi-double flowers of a glowing red to crimson color somewhat fuller than Else Poulsen. An upright and vigorous grower and colorful variety.

See picture above.

POULSEN'S YELLOW. The only good yellow Floribunda Rose available. Bud is of a copper shade. The flowers are yellow, semi-double. Very fragrant.

OUR ROSE STORAGE is air conditioned with temperature and humidity thermostatically controlled. The most modern refrigeration and air conditioning equipment available.

Circus (Below)



Carrousel (Below) (For description, see page 28)





Doubloons

Climbing Roses

What is more beautiful than a trellis of lovely climbing Roses? Climbing Roses form a most lovely covering of foliage and flowers for the trellis, porch or arbor. To be sure, they require some care and attention in the matter of winter protection, but the extra care is recompensed in fine beauty.

BLAZE. A popular dazzling red Climber that bears masses of well formed, unfading, double, 2- to 3-inch flowers. Blooms a long time in early summer with intermittent flowers throughout summer and fall. A luxuriant growing plant of the Pillar type.

DOUBLOONS. The best yellow Climbing Rose we have. Shapely buds and large, firm textured, golden yellow flowers; semi-double; fragrant. Strong growing plant, long, heavy canes, and healthy, glossy green foliage. Blooms in profusion for a long time. *See picture at left.*

CLIMBING AMERICAN BEAUTY. Color rosy crimson; flowers about 4 inches in diameter, finely formed on long stems. Blooms very freely in May and June, and occasionally during the summer. *See picture below.*

CRIMSON RAMBLER. Crimson semi-double flowers borne in clusters on vigorous plants. Very good arbor and porch plant, often making shoots from 8 to 15 feet in a season.

DOROTHY PERKINS. The beautiful, double, shell-pink flowers come in clusters in great profusion, making a wonderful display.

EXCELSA (Red Dorothy Perkins). A radiant blood-red cluster Rose, as free and double as Dorothy Perkins, of which it is the red prototype. The clusters are very large.

NEW DAWN. Delicate soft pink, 4-inch, fragrant flowers. Blooms in masses from early June until freezing weather. Has some blossoms the first season. *See picture.*

PAUL'S SCARLET CLIMBER. The brightest and purest red of all pillar Roses. Vivid scarlet-crimson, semi-double flowers in clusters that retain their color until they fall. The color, which never turns blue, is intensified by the numerous yellow stamens. A vigorous grower with a profusion of bloom that remains for a long season. *See picture above.*

WHITE DAWN. A fine everblooming Climber. A white New Dawn. Pink tinted buds open to 3-inch, fragrant, pure white blooms. Outblossoms New Dawn. Healthy, attractive foliage. Winters well. A fine addition to our list of Climbers.

PRUNING Climbing Roses

Since these Roses blossom on last year's wood only, it is customary to prune them in July after they are through blooming. At that time cut out most of last year's canes (that have just finished blooming) and let the strength of the roots go into the new shoots that are already coming up to make blooming wood for next year. These younger canes will be easier to lay down in the fall to protect for winter.



Paul's Scarlet Climber



Climbing American Beauty



New Dawn



McKAY'S Stately Shade Trees

The value and beauty of shade trees are appreciated universally. Shade trees, because they are of major importance in every landscape plan, become a long-time investment and should be selected with the utmost care. For greatest permanency, choose the hardwood types, although they grow more slowly. Of course the faster growing soft wood varieties, too, are very desirable and useful, and find an indispensable place in every landscape. Soft woods are used more liberally, usually interspersed among the hardwood varieties.

ELMS

MOLINE ELM. This has become the most popular of the grafted Elm trees. The outstanding characteristic of the Moline Elm is its conical shape and pyramidal growth in early years. As the tree grows older and reaches maturity the weight of the branches arches them, so it gradually takes on the typical arching form or umbrella formation that we like to see in a "perfect Elm." Every tree develops perfectly. The foliage is dark green, deeply veined, and much larger than the ordinary Elm leaf. It is an unusually fast grower. The Moline Elm is an all-around good tree for general street planting, park planting, and for the home grounds. See picture of street planting below.

AMERICAN WHITE ELM. Lg. The native tree of this region and one of the most beautiful. Up to 15 years ago, it was the most commonly planted tree. A noble spreading, drooping tree of our woods, and a grand tree for street, park or home planting. It is long lived, hardy, rapid growing, and at maturity develops to immense size.

CHINESE ELM. A very rapid growing tree that does well in especially difficult situations, thriving in poor and sandy soils and dry locations. The leaves are much smaller than those of the American Elm, being among the first to appear in the spring. Plant where you need a tree quickly, but only for twenty or thirty years duration. Because of its rapid growth the Chinese Elm is often planted for farm windbreaks. For this purpose it makes a heavy compact growth in a few years.

ASH - Fraxinus

WHITE (American). Lg. The well known native tree of most graceful shape and habit. Fine for street, lawn, grove and park. Broad round head, somewhat open in growth. Bark of trunk a clean light gray, foliage attractive, turning to yellow and purple in autumn. It is long lived, does not need pruning. Requires good soil and moisture.

BIRCH - Betula

WHITE (Paper or Canoe—Papyrifera). Med. This white-barked Birch is wonderfully effective, particularly if planted in or ahead of evergreen groups, rendering it very effective in landscape and lawns.

WHITE BIRCH CLUMPS. A beautiful novelty of 3 or more trunks of Canoe Birch on one root system. When used in naturalization or as a lawn specimen, this lovely, multiple stemmed tree is most effective. ➡

WEeping Cut-Leaf (Pendula laciniata). Med. It is a tall, slender tree, yet vigorous in growth. It has an erect central trunk, somewhat pyramidal in shape, with graceful, drooping branches and white bark on all the old wood. Has beautiful lacinated foliage.

BUTTERNUT

(Juglans cinerea)

Lg. Very much resembles the Black Walnut. It is a moisture-loving tree and succeeds best on low, rich soils. A broad, open top tree, with light green, compound foliage and gray bark. Best known for the nuts it produces.



Clump White Birch

HACKBERRY - Celtis

This tree resembles American Elm in foliage characteristics. The bark is ridged in an interesting manner. It will grow in windy exposed locations and on poorer soils than many other trees. It is a rapid growing hard wood tree. Excellent for both street and specimen planting—use it freely. See picture on page 33.

HONEY LOCUST

Thornless (Gleditsia triacanthos). Med. A handsome, clean and rapid growing tree of open habit, which makes it a good tree for locations where you don't want dense shade. Its delicate, fern-like, bright green foliage is unusual and attractive. See picture on page 23.

Plan to PLANT Another Tree

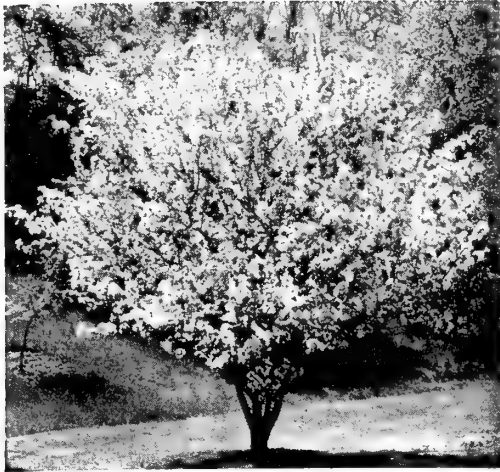
Real Estate Subdivision Planting

Both realtor and home owner should project their development plans into the future by a well-considered program of street planting. This is particularly important in new residential areas. Only by such a plan will the community develop its true beauty and ultimate value as a site for truly liveable homes.

It has been our privilege to plan the street tree plantings for a number of successful realtors. Because of our success our landscape department will be called upon for more and more of this work.



A STREET PLANTING OF GRAFTED ELMS



Floribunda Crab

JAPANESE Varieties

These varieties are literally covered with blossoms in May and are a beautiful sight when in bloom. Because of the smooth texture of the leaves the Japanese varieties are not susceptible to the Cedar rust and can be planted near Junipers.

ALMEY. The most colorful Flowering Crab in America. The fiery crimson-red blossoms, as large as silver dollars, crowd the branches to the tips. From a distance the tree looks like a mass of flame. Almey blooms young. Developed in Canada, Almey will be a sensation in your neighborhood.

See picture at right.

CARMINE. (Atrosanguinea). A mass of single, crimson blossoms. Fruits, reddish yellow.

ELEYI. Large, wide-open single, rose-red flowers. Very large fruit. Spreading type tree.

FLORIBUNDA. A wealth of delicately colored pink buds opening to white flowers. Heavy bloomer. A small spreading tree of graceful form. A universal favorite.

See picture above.

PARKMANI. Warm, rose buds, opening into pinkish white, semi-double flowers. Open type tree.

RED SILVER. Reddish purple leaves, carmine flowers. Upright growth.

RED VEINED (Neidzwetskyana). Large purplish red flowers, twigs, leaves and fruit. A rather large spreading type tree.

RINGO. A new Flowering Crab, loaded with single pink flowers up to two inches in diameter. A medium sized tree of upright growth. The foliage is particularly handsome, being large, dark green, waxy and shiny. Bright orange fruit one inch in diameter.

SCHWEIDCKERI. Lovely semi-double, shell-pink flowers in early spring. Profuse bloomer. Upright in habit and formal in effect.

CRABS - Flowering

Everyone loves Apple blossoms and the Flowering Crabs will supply these blossoms in even greater beauty than the fruiting Apple trees. The trees are of dwarf habit so they are well adapted to the home grounds. Flowering Crab blossoms open slowly and last a long time. Use them freely for spring beauty in your landscape. Very hardy.

AMERICAN Varieties

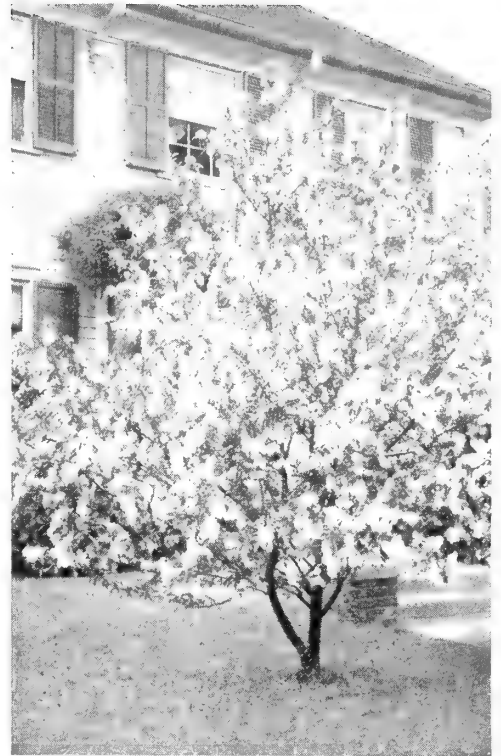
Like the Japanese Flowering Crabs with their beautiful flower displays in May, but are subject to Cedar Rust, therefore should not be planted in the vicinity of Junipers.

PRAIRIE CRAB (hoensis). The well known Crab we find in our native landscape. Single, deep pink blossoms. Grows fairly large.

BECHTEL'S, Double Flowering. Probably the best known of the Crabs. A small tree bearing great quantities of beautiful double pink flowers late in May, later than other varieties. The blooms resemble small Roses and have a spicy fragrance.

DOLGO. A new Crab Apple that gives you a happy combination of good fruit with a shapely tree; beautiful in flower and fruit. The fiery red clusters of fruit are a handsome sight.

HOPA. One of the most popular varieties of Crabs. Beautiful in spring with its gorgeous display of single, rose-pink flowers, followed by red fruit in late summer. Its beauty is accentuated in summer by its bronze-green foliage. Strong, healthy, wide-growing type of tree.



Almey Flowering Crab

Visit our
Nurseries of over
650 acres
at Waterloo, Wis.



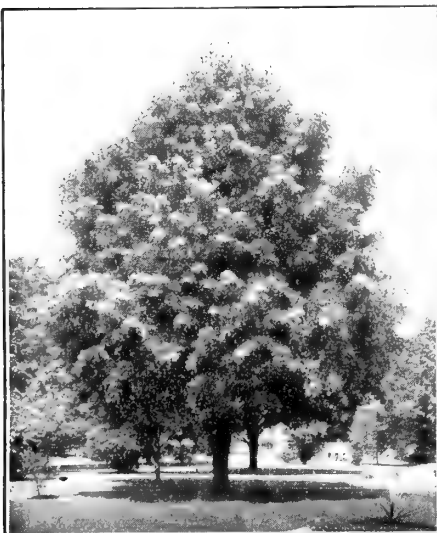
Mountain Ash

MOUNTAIN ASH - Sorbus

A small tree with symmetrical, round-topped head. In late spring great clusters of white flowers make the tree very attractive and in the fall are followed by large clusters of orange-red berries. Birds like the fruit.

AMERICAN (Americana). Somewhat open and irregular in growth. Leaves take on a yellow-bronze fall color. Bright red berries.

EUROPEAN (Aucuparia). More compact and symmetrical in growth than the American variety. Foliage colors yellow in fall. Orange-red berries.



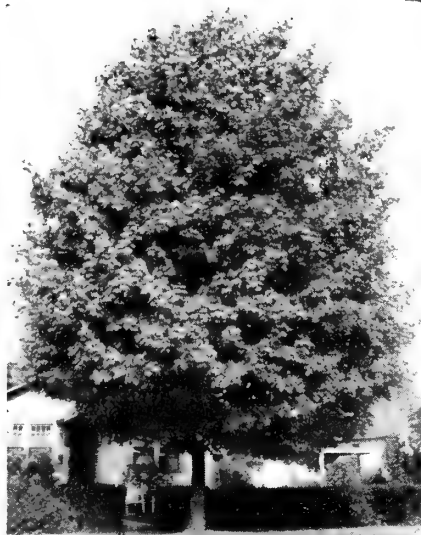
Hackberry



Linden

LINDEN - Basswood; Tilia

AMERICAN (Americana). Lg. A well known, stately tree with large, heart-shaped leaves of a pleasing green color. A vigorous grower of pyramidal habit when young, but eventually a large, round-headed tree. A valuable lawn tree and should be more widely used for this purpose.



Norway Maple

MAPLE - Acer

CRIMSON KING. A beautiful new form of Schwedler Maple originated in Europe. Superior to the popular Schwedler, in that it keeps its brilliant crimson color all summer long. Slow grower.

FAASSEN RED LEAF. Is hardy and holds its color throughout the entire growing season. This Maple tree will thrive in any locality where Maples will grow. Slow grower.

HARD or SUGAR (Saccharum). Lg. A beautiful and stately tree forming a dense, oval head. The foliage is large, of a rich, pleasing green; turning to beautiful shades of orange, yellow and red in autumn. It makes a splendid lawn tree. Adapts itself to most soils, particularly a stiff, heavy clay. **See picture below.**

NORWAY (Platanoides). Med. A popular variety of the Maple group, either for lawn or street planting. It forms a perfect, round head. The leaves turn a golden yellow in the fall. **See picture above.**

PYRAMIDAL NORWAY. Med. An upright form of the Norway Maple. This pyramidal shaped tree is 2 or 3 times taller than it is wide. A good tree to plant in narrow places.

RUBRUM, Red or Scarlet Maple. Med. In winter the young twigs are bright red. In the spring the red flowers come out before the leaves. Brilliant fall color. Prefers a moist soil.

SCHWEDLER RED LEAF. Med. The young shoots and leaves are of a bright purplish and crimson color. The older leaves change to a purplish green. A most desirable ornamental tree for the contrast of its foliage.

SILVER or SOFT. Lg. A magnificent shade and ornamental tree of rapid growth. It is exceedingly hardy and will thrive in any soil and in any locality. The leaves are beautifully shaped and have a silvery gleam.

SKINNER'S CUT-LEAF. Med. A variety of Silver or Soft Maple with finely cut or fern-leaved foliage and graceful, drooping branches.



OAK - Quercus

PIN (Palustris). Lg. This handsome tree is particularly adapted to lawn planting because of its symmetrical pyramidal habit, its rapid growth and fine foliage which turns bright red in the fall.

RED (Rubra). Lg. A tall, majestic tree, round-topped, with irregular spreading branches and rich foliage which turns to a bronzy red in the fall.

WHITE (Alba). One of the greatest of the Oaks. A "stately and majestic tree." A native, round-topped, slow growing variety.

REDBUD - Cercis

(Canadensis). Very attractive shrubs or small trees. The branches are covered with masses of small, rosy pink flowers early in the spring before the leaves appear. It is hardy in southern Wisconsin and Illinois.

MULBERRY - Morus

RUSSIAN (Tatarica). Med. It is a low growing, bushy-topped tree, with small and much lobed leaves, thriving in any soil. The sweet, fleshy fruits are a great attraction to birds, and for this reason they are planted extensively.

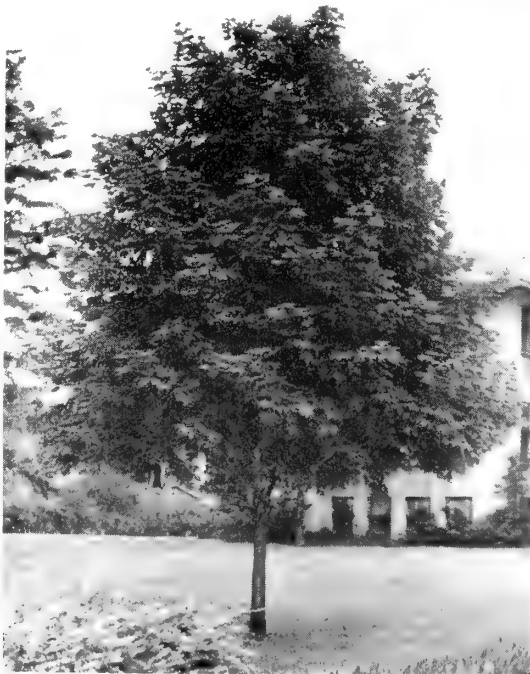


Lombardy Poplar

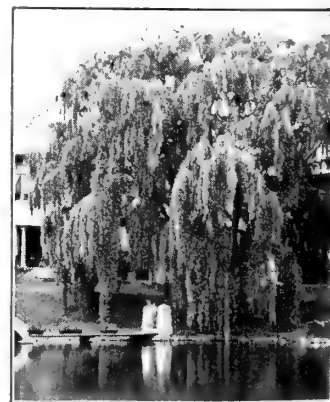


An interesting home in an interesting setting. Nature provides the background of native trees. The landscape architect and owner helped nature with foreground trees.

Home of Captain and Mrs. Leslie Pollard, 301 New Castleway, Madison, Wisconsin.



Hard Maple



Wisconsin Weeping Willow

PLANT BIG TREES



*This Blue Spruce will provide color and interest throughout the year
Moving Large Trees in Winter is Our Business.*



*This Beautiful Tree is Going to a Customer's Property, Where
Its Shade Will Be Enjoyed the First Summer.*

You need not wait for results when you plant our larger specimen trees. These large trees bring immediate beauty and shade to your yard.

Save Years of Waiting
We have hundreds of large trees in various sizes that can be moved within a reasonable distance of our nursery at Waterloo, Wis.

See these big trees at our nursery and select the ones that please you. With our modern tree moving equipment and experienced men we guarantee to move them safely.

PLAN To Plant Another TREE



Thorn, Crus Galli

THORN - Crataegus

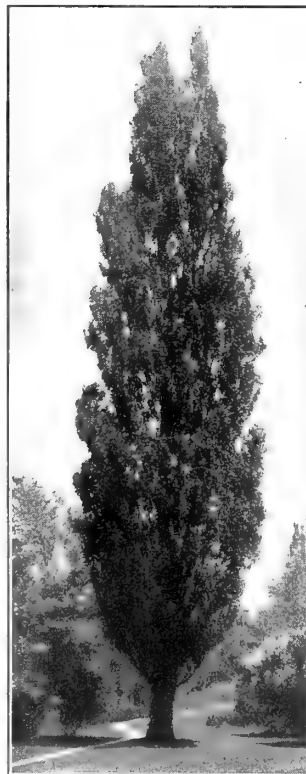
Sm. The Thorns are among the most beautiful flowering trees. They are generally dense, low growers, occupying comparatively little space and well adapted to beautifying small grounds. The foliage is varied and attractive, flowers very showy and often perfumed. The fruit is most attractive and ornamental in autumn.

COCCINEA (Thicket Hawthorn). A small dense tree with very thorny branches. Brilliant red berries that hang well into the winter. White flowers in May.

CORDATA (Washington Hawthorn). Somewhat higher growing and more pyramidal in growth. White flowers in June, followed by shining scarlet fruit in the fall, that hang well into the winter. Foliage turns red.

CRUS GALLI (Cockspur Thorn). A very distinctive variety, because of its dwarfness, compactness and horizontal branching. It is very thorny, full and bushy. White flowers in May. Red berries that last well into winter. The leaves are very waxy and shiny. Resistant to Cedar Rust from Junipers. Leaves turn orange and red in the fall. Will grow on sandy or gravelly soils. **See picture above.**

PAUL'S DOUBLE SCARLET. An English Thorn with medium sized, double red flowers. Not very hardy.



Bolleana Poplar

POPLAR - Aspen; Populus

BOLLEANA (Pyramidal Silver Poplar). Lg. Very much like the Lombardy Poplar in appearance, having the same narrow pyramidal form. Leaves are glossy green above and silvery white beneath. The trunk bark is smooth and the branches are of a greenish blue tone. **See picture below.**

LOMBARDY (Fastigiata). Lg. A well known tree characterized by its tall, narrow growth. Light green leaves. Grows rapidly to a height of 40 to 50 feet. **See picture on page 34.**

CAROLINA. Lg. A horticultural variety of Cottonwoods, distinctively developing a straight, upright, somewhat pyramidal head. It is an extremely fast growing tree.

PRUNUS SEROTINA

(Wild Black Cherry.) A medium sized tree growing from 25 to 40 feet high. Used in native plantings for naturalizing effects. White flowers.

WALNUT - Juglans

BLACK (Nigra). Lg. Wisconsin's famous nut-bearing tree. A rapid grower, producing large crops of nuts.

WILLOW - Salix

GOLDEN (Vitellina). Med. An upright, spreading tree growing to a height of 30 to 40 feet. The bright, clear, golden yellow bark offers a pleasing contrast wherever used.

LAUREL LEAF or Bay Leaf (Pentandra). Med. Another fast growing Willow with shining dark green leaves resembling those of Laurel. Thrives equally well on high or low ground.

NIOBE WEEPING. Med. A hardy weeping form of Willow which has yellow branches, making the tree attractive in winter as well as summer.

PYRAMIDAL. This new yellow-stemmed Willow resembles Lombardy Poplar in size, shape, and rate of growth. It will grow in wet locations.

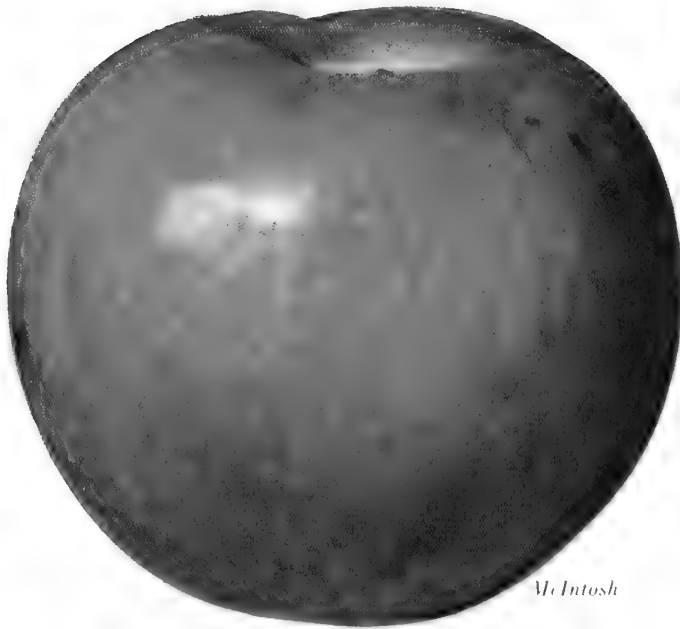
PUSSY (Discolor). Sm. A small bushy tree, a rapid grower; the branches are covered with furry catkins in early spring.

WISCONSIN WEEPING (Babylonica). Med. The well known, common Weeping Willow. Makes a large tree of 30 to 40 feet with a mass of drooping branches. Leaves are long, narrow, smooth, silky green. Its best situation is on the edge of streams or pools. **See picture on page 34.**

PLAN Your Planting for Best Results

McKAY'S Profitable

SUMMER APPLES



McIntosh

ANOKA. The Anoka Apple bears freely on one-year-old wood, beginning the second year after planting. Fruit is similar to Duchess. Ripens early, about the time of the Duchess or a little before. Very hardy in Wisconsin.

LIVELAND. A small pinkish Apple, ripening a week after Yellow Transparent. Very juicy, sweet and pleasant to eat. Flesh white. Ripens last of July.

BEACON. Originated at Minnesota Experiment Station. The fruit is medium size, round with a glowing beacon-red color. Flesh yellowish white and mildly sub-acid. Season late summer, like Duchess, but keeps a month longer. Hardy throughout Wisconsin.

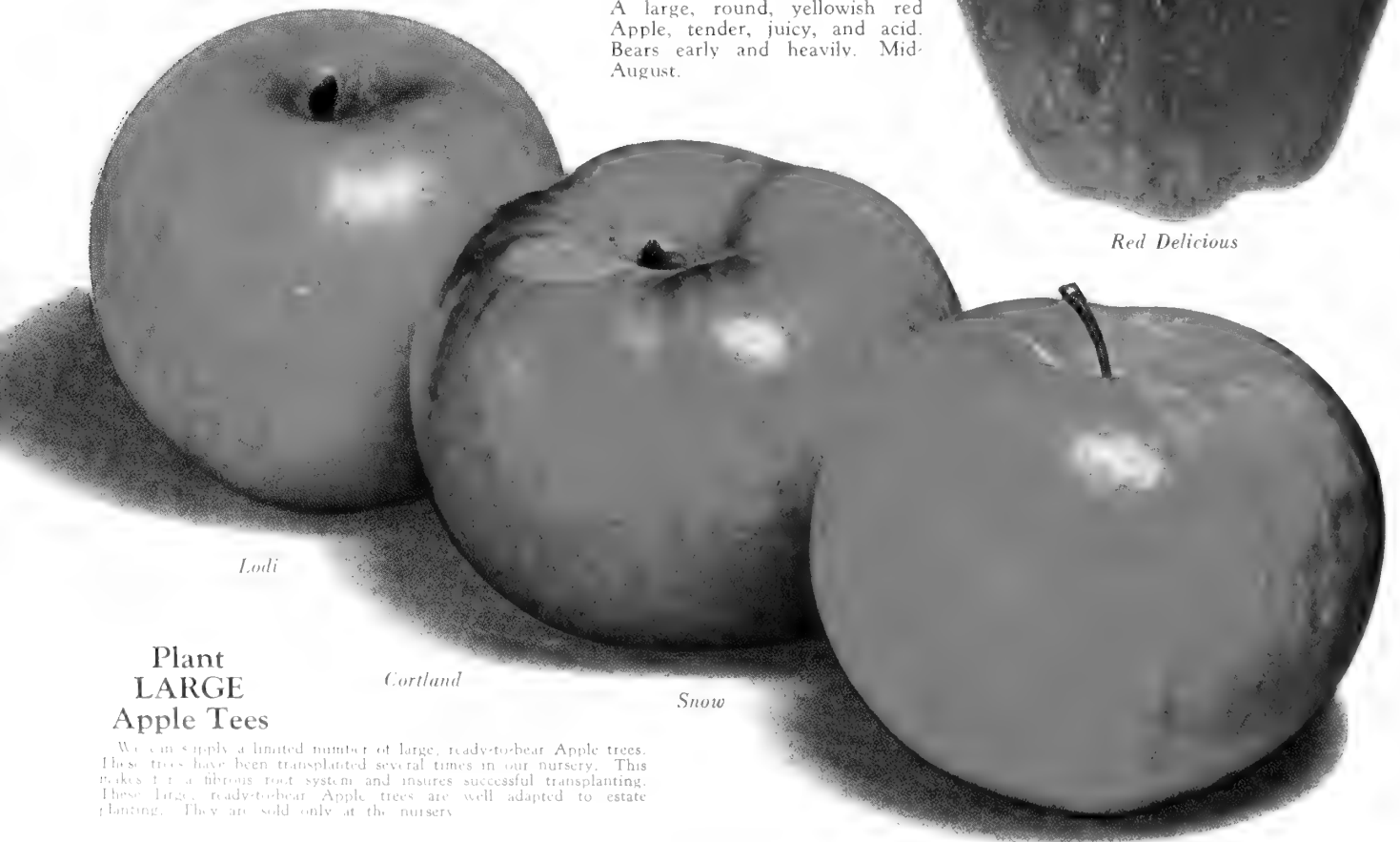
DUCHESS. An old well known variety for over 50 years, and it still rates a place in every orchard. While it is only a fair eating Apple, it certainly is the best pie and sauce Apple ever grown. A large, round, yellowish red Apple, tender, juicy, and acid. Bears early and heavily. Mid-August.

ORIOLE. A large summer Apple of the highest quality for eating or cooking. The fruit is very large, and splashed with red. The flesh is tender, fine grained and juicy. The tree is hardy and an annual bearer.

YELLOW TRANSPARENT. The first Apple of the season, ripening in late July. A small yellow Apple. A fine eating Apple with crisp flesh. A very good tree for Central and Northern Wisconsin, but subject to fire blight in southern part.



Red Delicious



Lodi

Cortland

Snow

Plant LARGE Apple Tees

We can supply a limited number of large, ready-to-bear Apple trees. These trees have been transplanted several times in our nursery. This makes for a fibrous root system and insures successful transplanting. These large, ready-to-bear Apple trees are well adapted to estate planting. They are sold only at the nursery.

APPLES

Fall Apples

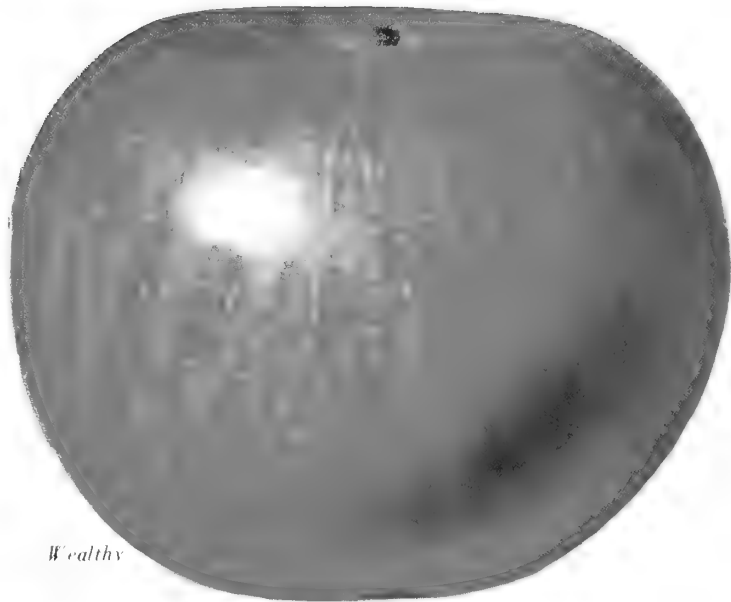
MACOUN. Another McIntosh hybrid whose fruit is very large but whose color is a deeper over-all red with a deep bloom. The flesh is much the same as McIntosh. Ripens with or just after McIntosh (late Sept.)

MILTON. A McIntosh of Wealthy season. A McIntosh-like Apple which ripens with Wealthy and a month before McIntosh. The tree is hardy and vigorous. The fruits are pinkish red with a heavy bloom. The flesh is white, tender, crisp, juicy. The handsomest of all the McIntosh tribe.

McINTOSH. Usually thought of as one of the best eating Apples of the old standard varieties. Fruit is above medium to large in size, striped red and very aromatic. Flesh snow-white, crisp, tender and juicy. Slightly sub-acid. Tree vigorous and highly productive, bearing a good crop of fruit every year. Hardy over the southern two-thirds of Wisconsin. A high quality Apple for home or market. The leading market Apple in Wisconsin. October to December.

See picture on opposite page.

DUDLEY. Much like the Duchess, but ripens 3 weeks later and keeps for 4 to 6 weeks. An excellent pie and cooking Apple. Hardy anywhere in Wisconsin. Late August.



Wealthy

MINJON. A "MINNESOTA JONATHAN."

A very attractive, medium-sized, all-red Apple, resembling Jonathan. Like the Jonathan it is "tops" in eating qualities. Ripens shortly after Wealthy and keeps until Christmas. It bears abundantly and regularly. The tree is very hardy.

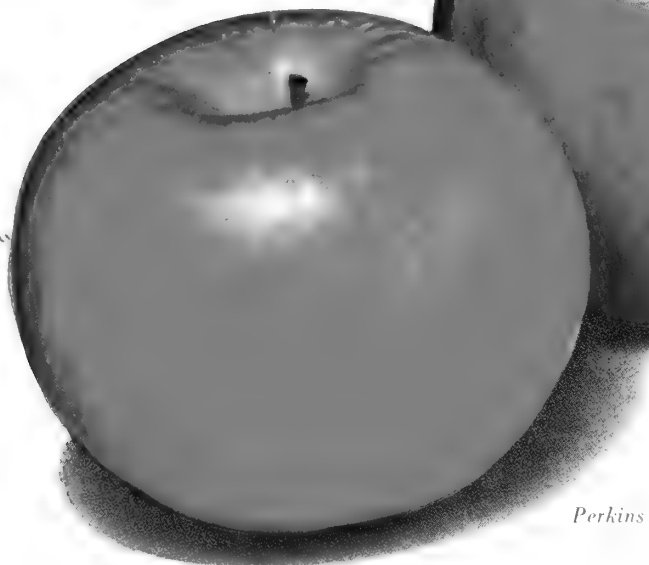
SNOW (Fameuse). A small to medium sized Apple of a striped, medium red color. Flesh snow-white, tender and juicy. An excellent eating Apple. Tree grows somewhat slowly, but is exceptionally long lived. An old variety which used to be in every orchard Hardy in central Wisconsin. November and December. See picture on page 36.

WEALTHY. Another old Apple of Minnesota origin, which is hardy anywhere in the Northwest. Fruit large with crimson stripes and splashes. Flesh white, often stained a little red; tender and very juicy; sprightly sub-acid with a delicious aroma. Splendid eating and cooking Apple. Bears young and is a heavy annual bearer. Always a good market Apple. Season September and October. See picture above.

YELLOW DELICIOUS. A golden yellow Apple of the Delicious type, with its same sweet flavor and good taste. Firm, juicy, crisp flesh. Season Oct. to Dec. Should be grown only in favored locations, as it is subject to bud injury.



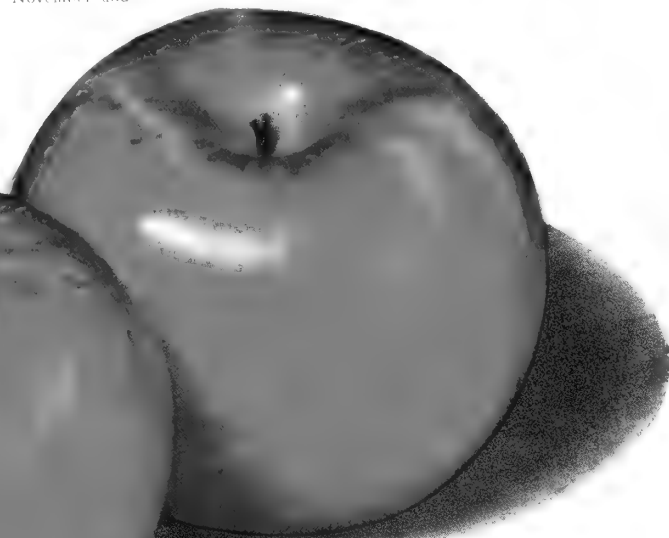
Yellow Delicious



Perkins



Haralson



Prairie Spy

DWARF APPLE

DELCON. At last, we have a dwarf or semi-dwarf Apple tree that we can offer to our Wisconsin customers.

Trees bear young; produce heavy crops at an early age. They are ideal for back-yard planting on small city lots. The fruit has high quality, is fine grained, juicy and possesses some of the flavor of both Delicious and Jonathan. Shaped like a Delicious; light to dark red, with a yellow under color. Because the tree usually sets a heavy crop of fruit, it is advisable to thin the fruit, otherwise the fruit will only be of medium size.

Winter Apples

CORTLAND. An improved McIntosh of Canadian origin. The fruits of the two varieties are quite similar but those of Cortland will average larger in size, be more uniform, and carry a deeper and heavier red color. The taste of Cortland while distinctive is much like that of McIntosh. The flesh is firmer but just as juicy. The fruit hangs to the tree better. Keeps into February. Cortland is one of the best Apple introductions of the century.

See picture on page 36.

DARK RED DELICIOUS. An improved Delicious Apple, with a very dark red over-all color, making it one of the most attractive Apples for the market or home. Like its parent, it is crisp, juicy, sweet and rich in flavor. It has the characteristic 5-knob appearance of the common Delicious. In favored locations the tree is a good grower. Nov. to March. For southern Wisconsin.

DELICIOUS. This Apple needs very little description, because everybody knows it. Particularly relished by people who prefer a sweet Apple rather than an acid one. Keeps until March. For southern Wisconsin.

FIRESIDE. A "MINN. DELICIOUS." A new Delicious, hardy enough to thrive in northern Wisconsin and Minnesota. This is a medium to large winter Apple. The flavor is rich, sub-acid, and almost sweet like the well known Delicious. The flesh is crisp, firm and juicy. This Apple does not color up as well as might be desired; and for this reason may fail as a commercial variety; still its quality will merit it a place in every home orchard.

GRIMES GOLDEN. Medium to large size, round, rich golden yellow, sprinkled with light gray dots; flesh crisp, tender, rich and juicy, sprightly. Nov. to Feb.

HARALSON. One of the first introductions of the Minnesota Fruit Breeding Farm. It has become a very popular and dependable variety throughout the North because it bears early, regularly, and heavily; fruit is medium size, and of an attractive red color. Flesh is crisp, tart and juicy. Its eating qualities, like that of many late winter-keeping Apples is only fair; but it can't be beat for pies and sauce. Finally, it keeps well all winter. **BEST WINTER APPLE FOR THE NORTH.** Plant liberally of Haralson—It's a sure bet.

See picture on page 37.

JONATHAN. Medium, roundish; yellow, nearly covered with red; fine grained, tender and finely flavored. Nov. to Feb. For southern Wisconsin only.

NORTHWESTERN GREENING. An old variety, very popular in Wisconsin. The fruit is very large, of a greenish yellow color, which keeps into spring. Flesh is yellow and firm. Flavor sub-acid. An old variety but still the favored baking and pie Apple. Hardy throughout Wisconsin.

PERKINS. Originated at Red Wing, Minnesota. The fruit is large, dark deep red and round as a ball. Flesh fine grained, tender, juicy, good quality and delicious flavor, and keeps until March. Tree vigorous, a good grower, heavy annual bearer. One of the best varieties for the North.

See picture on page 37.

PRAIRIE SPY. "A MINNESOTA SPY." This beautiful red Apple, keeping until June, is of exceptionally high quality. Both in quality and appearance it suggests the Northern Spy. It is the best quality Apple that is available in late winter and early spring. It is very hardy, vigorous and productive. Because it bears so heavily, the fruit is only of medium size; a thinning of the fruit on the tree in midsummer would make for larger sized Apples. A heavy cropper of firm, high quality, long keeping Apples.

See picture on page 37.

TOLMAN SWEET. Medium sized Apple of a pale yellow color. Flesh white, fine grained, juicy and sweet. Nov. to March. Plant in southern Wisconsin only.

TURLEY WINESAP. An improved Winesap. The fruit is better colored than its parent, being a rich red and is larger in size. Flesh fine grained, tender, juicy, aromatic and mildly sub-acid. Like the Winesap, its quality is the best. Tree is vigorous and productive. Keeps until April.

VICTORY. A "BETTER MCINTOSH." This Apple has the same aromatic qualities of the McIntosh and Cortland but the tree is much hardier. Therefore, can be grown in the central and northern part of Wisconsin where McIntosh does not do well. The fruit colors better, keeps longer (into February), hangs better and is more resistant to scab. The tree is a regular bearer.

WINDSOR CHIEF. Fruit of medium size and brownish red in color. Flesh yellowish in color, of a pleasant sub-acid flavor and fair to good eating qualities. Tree is a reliable cropper, yielding moderate crops annually. Keeps into spring, and considered hardy throughout Wisconsin.

WOLF RIVER. One of the largest Apples grown in this state. Color yellowish green, striped and splashed with carmine. Flesh yellowish white, firm and rather coarse grained. A fair eating Apple, but one of the better baking and pie Apples. October to February.

CRABS

Crab Apples

The hardy and improved varieties of Crab Apples that we offer are of par excellence for making jellies, sweet pickles and preserves. A few of these should be in every home orchard. All varieties are extremely hardy anywhere in Wisconsin, and thus furnish a much needed supply of fruit, in those northern sections where little fruit can be grown.

CHESTNUT. MINNESOTA No. 240. This is a large sized Crab, ripening in September. The color is yellowish bronze, marked with red. The flesh is crisp and juicy with a pleasant spicy flavor. We recommend this Crab because of its excellent eating qualities and its usefulness for sauce and pickles. The trees are hardy and productive. It will keep about 2 months.

See picture below.

DOLGO. Fruit hangs in big clusters and is fiery red. The ideal jelly Crab, jellifying perfectly even when dead ripe. Bears young and abundantly. Extremely hardy and free from blight. A shapely tree, beautiful in flower and in fruit. It makes a very good tree for ornamental purposes. Sept. to October.

HYSLOP. A large deep crimson Crab, with a purplish bloom. Yellow flesh. Tart. Fine to eat fresh and for all kinds of canning.

WHITNEY. (Whitney No. 20.) Fruit large to very large for a Crab. Color yellow, striped with red, the red covering most of the surface on the sunny side. Flesh yellow, very juicy and fine grained. Flavor rich and almost sweet. One of the best all-around Crabs for either eating out of hand or for pickling and sauce. Very hardy in Wisconsin.

SPECIAL! One Tree Apple Orchard

Several Kinds of Apples on One Tree

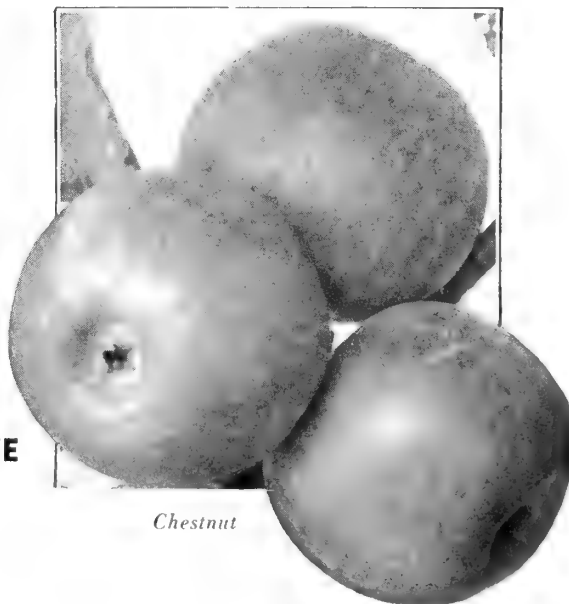
An Apple tree, grafted to several varieties, is an ideal tree for the city man with limited planting space. One or two such trees, planted in the rear yard are a delightful addition to any home. We are growing these into large, ready-to-bear trees and sell them only at the nursery.



Melba



CONSULT
THE MCKAY
REPRESENTATIVE



Chestnut



Monitor

McKAY'S Big Luscious Plums

We carry a very fine assortment of new improved Plums. We believe them to be the best that have been developed to date. You can now grow Plums just as large, fine looking and delicious as the shipped in California Plums.

McKay's luscious Plums are easily grown. They should be

planted 5 to 10 trees in a cluster, of several different varieties. The varieties are all distinct in flavor and differ in time of ripening. Thus you spread the enjoyment of eating and canning Plums over a long period of time.

MONITOR. A Minnesota Experiment Station development. Large round fruit, $1\frac{1}{2}$ to $1\frac{3}{4}$ inches in diameter. Firm yellow flesh covered by a dull bronze-red skin. Clingstone. Very good quality. Tree is vigorous and productive. Hardy as far north as the Twin Cities. Very promising as a market Plum.

See picture above.

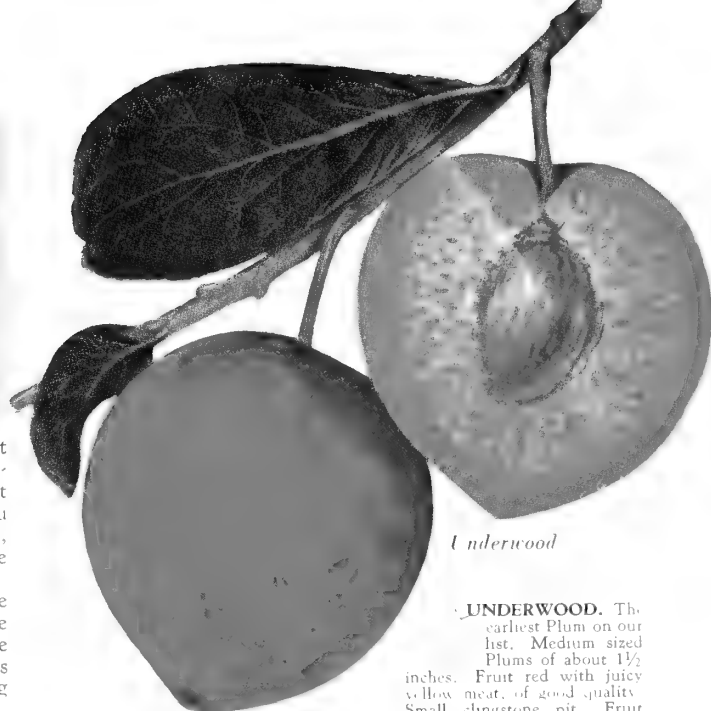
PIPESTONE. A delicious new Plum from the Minnesota Fruit Breeding Farm. It is a large red Plum, nearly as big as Superior. Ripens midseason, usually about the 2nd week in August. The flesh is solid, juicy and sweet. It is a clingstone.

EMBER. A large yellow Plum, blushed with red, ripening later than other Plums. They hang well to the tree after ripening and keep for 2 or 3 weeks after harvest. Developed at the Minnesota Fruit Breeding Farm, where it was on trial for over 20 years. The tree is vigorous, broadly spreading, and very productive. The fruit is medium to large, with a strong adherent stem. Flesh is rich yellow, firm, meaty, tender and juicy. Flavor is sweet and pleasant. Quality "good to very good." Medium sized clingstone. It is an exceptionally fine canning and preserving Plum. Ripens late, through September, often hanging as late as October.

See picture below.

FREE PLANTING INSTRUCTION BOOK

Is furnished with every nursery stock order we ship out. It gives full instructions for planting everything we sell.



Underwood

UNDERWOOD. The earliest Plum on our list. Medium sized Plums of about $1\frac{1}{2}$ inches. Fruit red with juicy yellow meat, of good quality. Small clingstone pit. Fruit hangs well and ripens over a

period of 2 weeks, from about August 1st to 15th. One of the strongest growing trees on our Plum list. An annual bearer. Can be planted reasonably far North.

See picture above.

PLANT PLUM TREES IN GROUPS OR CLUSTERS

Plums fruit the best when several varieties are planted in a group. Being cross fertilized, the different trees pollinize each other, and so set more and develop better fruit. We also recommend planting one Surprise Plum in the middle of this cluster. This tree has proven to be a very good pollinizer for other varieties.

TOKA. A cross between the American Plum and the fragrant Apricot of China. One of the finest flavored Plums. Bears early. The fruit is medium sized, dark red in color and very handsome.

RED GLOW. Another new introduction from the Minnesota Fruit Breeding Farm. It is a large and firm Plum and of very good quality. Clingstone.

SURPRISE. The best pollinator of all Plums. One of these trees in a Plum cluster will help immensely to pollinate the other varieties of Plums in that cluster, and thus get a heavier set of fruit.

WANETA. A medium to large sized Plum developed by Prof. Hansen of the South Dakota Experiment Station. A red Plum, $1\frac{1}{2}$ to $1\frac{3}{4}$ inches in diameter, of delicious flavor and quality. Prolific bearer.

SUPERIOR. We think this is the best Plum developed by the Minnesota Experiment Station. Fruit is of large size, running to 2 inches in diameter. Flesh is yellow, firm, meaty and of the finest quality. It can be peeled like a Peach. Clingstone. Ripens over a long period of time, which makes it desirable for either home use or market. An annual and prolific bearer and a long lived tree. It has also shown itself a good pollinizer for several of the other varieties. It is worthy of its name Superior. See picture below.



Mount Royal

PRUNE-PLUMS

MOUNT ROYAL. A blue Plum that was adopted from Canada. Probably the most promising blue Plum that we have ever had. The fruit is of a beautiful blue color, of good quality, and freestone. It is especially good for preserving and jam. The trees are very productive and apparently self-fertile. Ripens about August 20th.

See picture above.

WISCONSIN PRUNE. Introduced by the University of Wisconsin. The fruit is of medium size. Green flesh, covered with a dark blue skin. Freestone. The flavor is excellent. Heavy cropper. Recommended for southern Wisconsin.



Ember



Superior

McKAY'S Choice Cherries

Cherries are one of the most dependable of fruits. They bear early and produce great crops each year. Every home owner, whether in city, village or country, can plant Cherries.

Every housewife likes them for canning. They are most resistant to insects and diseases. Cherry trees can be used as ornamental trees as well as orchard trees.

Sour Cherries

*Cherries for
Northern Parts of State*

*Cherries for
Southern Parts of State*

✓ **METEOR.** A Cherry for the North, introduced by the Minnesota Fruit Breeding Farm; very similar to Montmorency. The fruit is large, bright red, and of excellent quality. Can be grown much further north than the Richmond and Montmorency. **See picture below.**

✓ **EARLY RICHMOND.** Exceedingly productive and very regular in bearing. The fruit is dark red, medium to large, and of a sprightly and characteristic flavor. Unsurpassed for pies, puddings, and other similar uses. June.

✓ **NORTH STAR.** The sensational new "Pie Cherry" developed at the Minnesota Fruit Breeding Farm. The fruit is large, of excellent quality, juicy and freestone when fully ripe. The tree is quite dwarf. The original tree at 11 years of age, was only about 5 feet high. The tree is very shapely and with its glistening dark green leaves, it is very ornamental as well as fruitful. Surpasses Montmorency in color, quality and flavor. The Cherry for the North.

✓ **MONTMORENCY, LARGE.** Tree is hardy and a heavy bearer; commences to fruit while young, and is loaded annually with fine crops. Fruit very large, fine flavor, shining red; a week later than Early Richmond; finest acid Cherry. Probably the most popular variety of the central states, where it is the hardiest Cherry of its size.



*Heavy Fruiting Branch of
McKay Peach*

Peaches

The standard varieties of Peaches are grown in other states are not hardy in Wisconsin. We grow and recommend the following 3 varieties of Peaches, as being more hardy and worth trying, in the more favored sections of the southern half of the state.

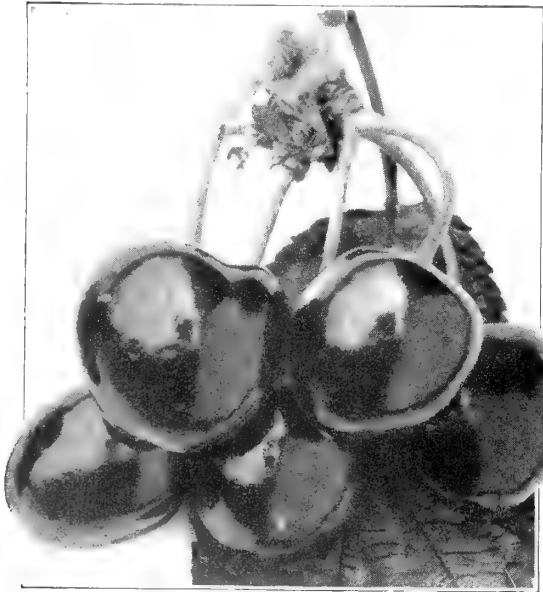
✓ **McKAY.** An excellent Peach that we have found to be harder than any other Peach we have tried. Large, firm, of very good quality and freestone. This Peach came to our attention a few years ago, as a chance seedling on a farm near our nurseries. It has survived several severe winters without injury.

MARQUETTE. A dwarf Peach originated in Northern Michigan. Fruit is medium size, red cheek, yellow flesh. Fine flavor and excellent quality. Freestone. In our trial orchards it bore the third year after planting. Worth trying.

✓ **SUNAPEE.** This is a new introduction from the University of New Hampshire. It is a yellow freestone, resembling Elberta in shape and appearance. We have grown it at our nursery for four years and it has not shown any winter injury.

Mulberry

✓ **RUSSIAN MULBERRY.** The fruit is highly prized by the birds and it performs a valuable service by keeping them away from the garden. These are sometimes classed among ornamental trees on account of their fine foliage and form. For the North, the Russian variety is the only one that should be planted.



Meteor Cherry

Hardy Cherry Plums

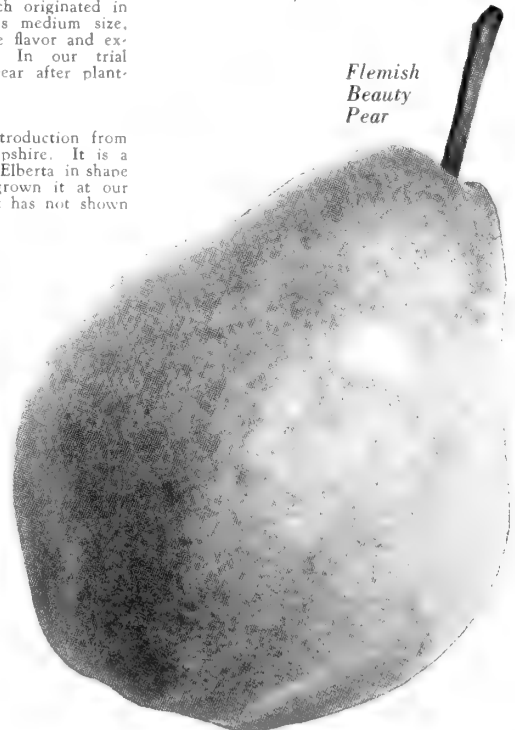
These are the hybrids that were developed to stand the hard winters of northern Wisconsin. They ripen in August, have a small pit, and produce a fair quality of fruit. They are especially good for jellies, jams and preserves. All are dwarf trees and heavy annual bearers.

These hybrids must be cross fertilized to bear, therefore, plant several varieties in a group.

OKA. Fruit is round, 1 inch diameter; purplish black skin, with a rich juicy purplish red meat.

OPATA. Fruit oblong, 1 inch or more diameter, dark purplish skin and firm green flesh. A good grower.

SAPA. Fruit round, 1 inch diameter; purplish red skin and meat. Very juicy.



*Flemish
Beauty
Pear*



McKAY'S Selected Pears



*Consult
the McKay
Representative
for your
planting needs*

Add a Few Pears to
Your HOME ORCHARD

The "Grow it Yourself" idea of growing your own fruits and vegetables is gaining in popularity. A few Pear trees in your planting will add additional variety to your home orchard.

For the benefit of our customers in various parts of the state, we are listing varieties that we recommend for those regions. This is based on the experience of various fruit growers in those areas and on the recommendations of our "Horticultural Specialists" at the University of Wisconsin.

Generally speaking, the Pears recommended for the northern regions are not of as high quality as those for the South. They are a little thicker skinned and possibly coarser grained. However, they are still reasonably good eating and excellent for canning. They are the hardiest Pears developed so far.

The Pears suggested for the southern areas are of the highest quality, but they should only be planted in the more favored regions of southeastern Wisconsin.

Cross pollination: For best results plant two or more varieties of Pears. Cross pollination definitely helps to set more and better fruit.

For Northern Wisconsin

✓ **PARKER.** The fruit is of medium size, attractive in appearance and of the very highest quality. The color is a clear yellow, with a pink blush. The flesh is tender, medium grained and juicy. The tree is large and vigorous, but subject to fire blight in some years.

FLEMISH BEAUTY } See description below.
LINCOLN

For Central Wisconsin

*South of a Line from LaCrosse to Portage
to Green Bay*

✓ **FLEMISH BEAUTY.** A large, beautiful, "melt-in-your-mouth," sweet flavored Pear. Medium size, pale yellow with a reddish brown cheek. Strong growing tree. Very hardy. Subject to fire blight. Ripens in September.

See picture on page 40.

✓ **LINCOLN.** This is considered to be one of the easiest to grow and hardiest of Pear trees. Good bearer. Fruit is of medium quality—turns a nice golden color when fully ripe. Ripens in September. Tree bears young; almost free from blight. The pick of all hardy Pears for central and northern Wisconsin.

✓ **KIEFFER.** The familiar canning Pear shipped in from Michigan. It is the hardiest of this class of Pears and can be planted more extensively. Ripens in October and keeps into winter.

For Southern Wisconsin

*South of a Line from Dubuque to Watertown
to Milwaukee*

FLEMISH BEAUTY } See descriptions above.
LINCOLN

✓ **ANJOU.** A large russet-colored Pear. Ripens in October and keeps into December. Good quality.

✓ **BARTLETT.** This is probably the best of all eating Pears. Large, buttery and melting, with rich flavor. Bears young and abundantly. Ripens about September 15. Plant in favorable situations.

✓ **CLAPP'S FAVORITE.** Resembles Bartlett in size, shape, color and flavor, but earlier. It is the first Pear to ripen. Large pale yellow with brown dots. Fine texture, juicy and sweet.

✓ **DUCHESSE.** Fruit large, of a dull greenish yellow. Good flavor and juicy. Sept.

✓ **SECKEL.** A beautiful and delicious little Pear. One of the richest and highest flavored Pears grown. Tree dwarf. Worth trying in the more favored sections of southern Wisconsin.

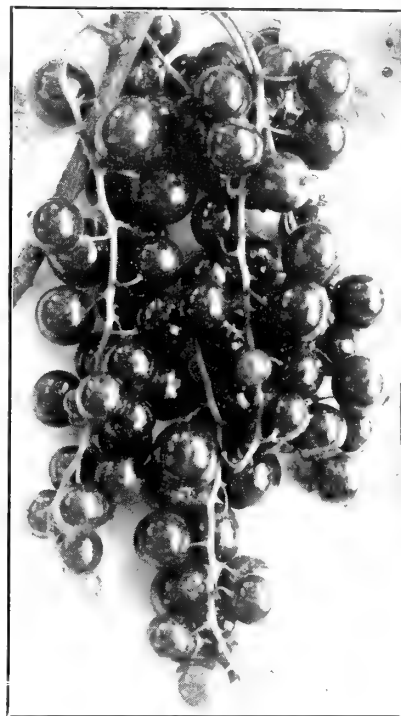
CURRENTS

The Currant is one of the most valued of the small fruits. Being very hardy, they do not winter-kill and are easy to cultivate, requiring little care. They can be grown in any garden soil. After the bush is 4 or 5 years old, remove one of the old canes each year and leave one of the stronger new sprouts.

✓ **CHERRY.** Bush vigorous, stocky and compact; clusters rather short, fruit medium large; color bright red; very thin skin; juicy and fine flavor; one of the most productive.

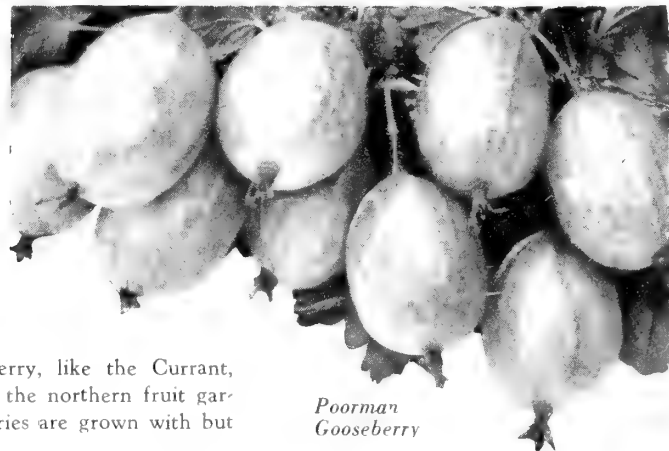
✓ **DIPLOMA.** A new variety that is proving very satisfactory. The fruit is as large or larger than the Perfection. Plant is a splendid grower and produces a good crop of large, red, good quality fruit.

✓ **RED LAKE.** A new Currant originated at the Minnesota Fruit Breeding Farm. It has been thoroughly tested throughout the Northwest and has proven to be of superior quality and productiveness. It is exceptionally large with long well filled clusters. Ripens early mid-season but has a long bearing period. It is an excellent market berry.



Red Lake Currant

McKAY'S GOOSEBERRIES



*Poorman
Gooseberry*

The Gooseberry, like the Currant, is a favorite in the northern fruit garden. Gooseberries are grown with but very little care.

✓ **DOWNING.** Large and handsome, pale green berry; of splendid quality for dessert or cooking. Bush vigorous and exceedingly productive. An excellent sort for family use and most profitable for market.

✓ **PIXWELL.** A new variety from North Dakota. It is almost thornless and "picks well" because the large fine quality berries hang on slender stems an inch below the branches. It bears very young. The fruit is a light red when ripe.

✓ **POORMAN.** The largest sized red, best flavored and most attractive Gooseberry yet introduced. Of all the Gooseberries we have ever seen, this is the largest; in fact, it is mammoth. It was developed at the Geneva, N. Y., Experiment Station, and is considered a great improvement over any of the older varieties. The bushes grow quite tall, are very productive, vigorous, and healthy. This is a splendid Gooseberry in black loam and heavy clay soils.

McKAY'S Heavy-Bearing Raspberries

The McKay Heavy-Bearing Raspberry is the King of the small fruits, a fruit that should be planted by almost everyone, essential in the small lot, and decidedly profitable for the commercial grower. Delicious when eaten raw and a favorite for canning and preserves.

Raspberries should be planted in rows 5 to 7 feet apart and about 4 feet apart in the row. A good loam soil is generally the best soil in which to plant them. The ground should be kept well cultivated and free from weeds. Most of the suckers should be kept cut out and old canes should be removed immediately after the bearing season.

RED

CHIEF. Originated at the Minnesota Fruit Breeding Farm. The plant is extremely vigorous and productive. The fruit matures a week earlier than Latham, and the berries are a trifle smaller. They are rich in quality, of an attractive red color, and are exceptionally firm, making it a good shipping berry.

SEPTEMBER. A new everbearing Raspberry. The summer crop starts early and continues on, after other June bearing varieties are through. The fall crop begins in September and continues until frost. The berries are large and firm, with no tendency to crumbling. The plants are vigorous and have been perfectly hardy at our nursery. *See picture below.*

LATHAM. Originated at the Minnesota Fruit Breeding Farm. It is hardy, a strong grower and disease resistant. The fruit is exceptionally large, often running an inch in diameter. Color a rich dark red, is juicy and has a flavor of the highest quality. Starts bearing about midseason and ripens over a long period. A very heavy bearer. The best commercial variety. The stock which we offer originally came from the originator so we can supply our customers with genuine Latham. *The Raspberry that has no equal for the North.* *See picture above.*

TAYLOR. The plants are unusually vigorous, hardy, productive, and tall growing. The sturdy canes hold the berries well off the ground. The berries ripen shortly before Latham, are large, long conic, bright attractive red, thick fleshed, sub-acid and of excellent quality.



*Latham
Raspberries*

PURPLE

SODUS. Very large berries; medium purple in color; sprightly and of good quality; exceptionally good for canning. The plants are very vigorous, very productive, and hardy. It yields a good crop every year, being quite resistant to drought. Ripens shortly after the Red Raspberries. It seems to be the most promising Purple Raspberry we have ever been able to offer our trade. Hardy in southern and central Wisconsin.

BLACK

CUMBERLAND. The "Business Black Cap" because it succeeds on all soils and produces its big crop of fruit year after year. The berries are large, glossy black, of good quality, flavor and appearance. A good berry for either home use or market. Midseason.

NEW LOGAN. The Michigan Experiment Station claims it to be the most promising Black Raspberry ever tried there. New Logan ripens 10 days earlier than the Cumberland, the berries are larger and the yield heavier. It is disease resistant and a good grower. The fact that it ripens 10 days earlier makes it a certain money-maker for you. *See picture below.*

Blackberries

ALFRED BLACKBERRY. A new, hardy Blackberry. Alfred is a vigorous grower that will produce a crop the year after planting. The fruit is much larger than the regular Blackberry, small seed, almost coreless and very sweet and juicy. Alfred starts bearing about 10 days earlier than the Eldorado and is perfectly hardy, having stood through temperatures of 30 degrees below zero without showing any signs of injury.

ELDORADO. The berries are large, coal black, flavor sweet and melting, and have no hard core. Very firm and therefore an excellent market variety.

*Plant Raspberries
for Pleasure
and Profit*



September



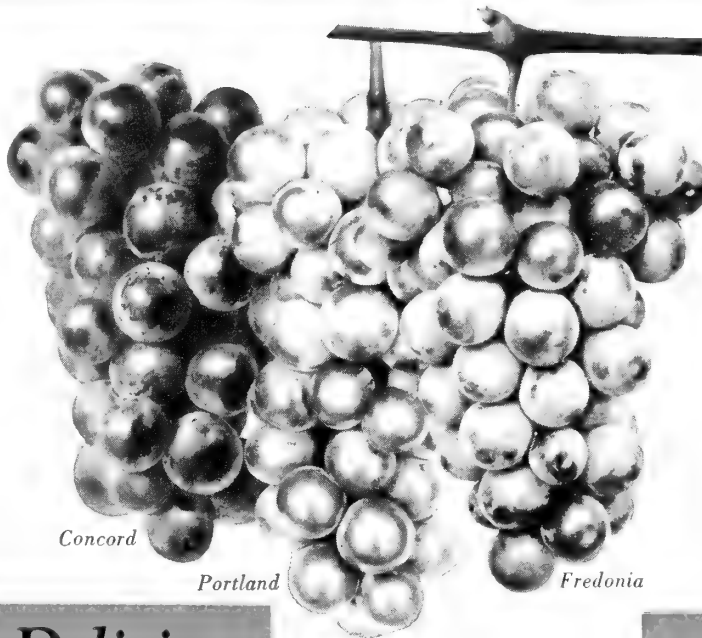
*New
Logan*

McKAY'S Juicy Grapes

BETA. A semi-wild type of Grape which is very hardy and productive. Fruit of medium size; early. The principal value of this Grape is in the extreme North where it will stand without protection.

CACO. (Red.) A new variety originating in Delaware and widely heralded as the very best red Grape known. Its name is a combination of Catawba and Concord, from which two standard sorts it was derived. The vines are strong and vigorous. The fruit is very large and handsome, complete bunches; in color a rich wine-red over amber. Exceptionally early bearing, usually showing several good sized bunches the second year. Its flavor is luscious, sweet, delightful, distinctive.

CONCORD. (Black.) Too well known to need description; is considered by many to be the best all-around Grape grown. Is extremely hardy, vigorous and productive; bunches large, and compact.



FREDONIA. (Black.) It ripens its fruit 2 weeks earlier than Worden. The vine is vigorous, hardy and productive. The bunches of fruit are medium in size, cylindrical and compact; the berries are large, round and persistent, the skin is thick and strong, the flesh is juicy, solid but tender, and the quality very good. Fredonia stands alone as an early black Grape.

MOORE'S EARLY. (Black.) Bunch large, berry round with a heavy blue bloom; quality considered better than Concord; hardy and prolific; a good market berry; ripens about 2 weeks before Concord.

PORTLAND. (White.) Ripens earlier than any known Grape. Berries are very large and have a beautiful yellowish color. Quality is excellent. Vines are extremely hardy and productive.

WORDEN. (Black.) Said to be a seedling of Concord, and is a slight improvement on that variety; ripens a few days earlier; bunch large and compact.

McKAY'S Delicious Strawberries

June-Bearing Strawberries

WISCONSIN No. 214. Early mid-season. Here's a rare one—an extra big, full-bodied berry that rates tops for freezing. Brilliant red color. Excellent for canning and preserves. Handles well. Originated by University of Wisconsin Horticultural Dept.

WISCONSIN No. 261. Late. Hardy, good plant maker, and quite resistant to leaf spot. Very large round berry, bright red in color and sweet. Heavy producer. Developed by the University of Wisconsin Horticulture Department.

WISCONSIN No. 537. Late mid-season. Hardy, good plant maker, and very resistant to leaf spot. The berry is oblong and when fully ripe is a very deep rich red and remains firm under extreme ripening conditions. Heavy producer—a good commercial variety. Excellent freezing qualities. Developed by the University of Wisconsin Horticulture Department.

PREMIER. Early. An old popular favorite with Strawberry growers as an early berry. The berries are medium red in color, of medium size, moderately firm and of very good quality. Because it is practically frost-proof, it is a sure cropper.

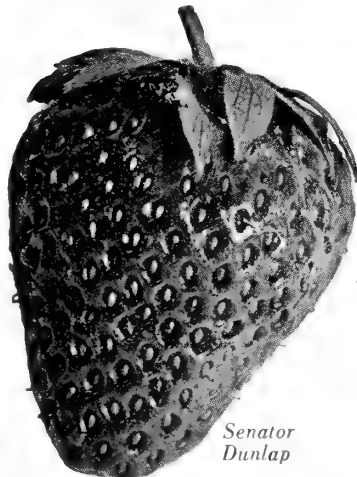
CATSKILL. Late midseason. Produces large, strong plants, that keep the berries off the ground. Fruit is of the highest quality, equal to Premier. The berries are large in size, firm, and a bright red color. Considered frost-proof.

ROBINSON. Late. These extremely large, round, blunt-pointed berries are of top quality. Solid red, full of juice and rich sweet flavor. They have a long fruiting season, starting to ripen soon after Premier and continuing right through the late Strawberry season. The plants are good growers and make lots of runners.

SENATOR DUNLAP. Midseason. This is an old well known variety that has made more dollars for berry growers than any other variety. Grows most anywhere, and is the toughest, healthiest and fastest growing of them all. Berries dark red, not as large as some others but the quality is fine. It stands up well in dry weather.

Everbearing Strawberries

GEM. This variety is one of the greatest everbearers that we have ever seen. While its June crop of fruit is small, it reaches its peak of production in the fall when you want Strawberries. The berries are medium to large, smooth and of a nice light red color. Very productive, fine appearing. Does best on heavier soils.



Senator Dunlap

McKAY'S Early Rhubarb

There is no garden of whatever size that cannot have a clump of Rhubarb. There is nothing quite so delightful as the first pie made from fresh Rhubarb grown in your own garden. Stewed Rhubarb with its brisk tartness is delicious and healthful, too, and mighty refreshing in the spring, when we crave fresh things.

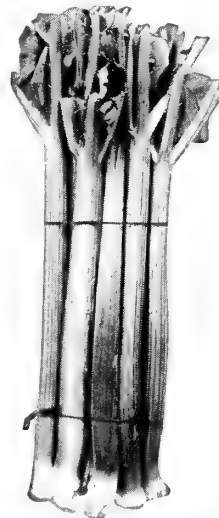
Those who know the old "Pie Plant" would hardly recognize the improved varieties with their immense growth and thick, tender stalks

CANADA RED. Is a heavy producer, thin skinned so it can be used all summer. The large, juicy stalks are a rich red all the way through.

MacDONALD. A very early new variety and of the highest quality. Stalks large, tender, and of excellent flavor.

RUBY. As its name indicates, it is a new red stalked variety, beautifully colored. Medium sized stalks, very tender.

WATERLOO. A fine flavored red variety with large, tender stalks—the kind that can be used all season. A very profitable variety for the market.

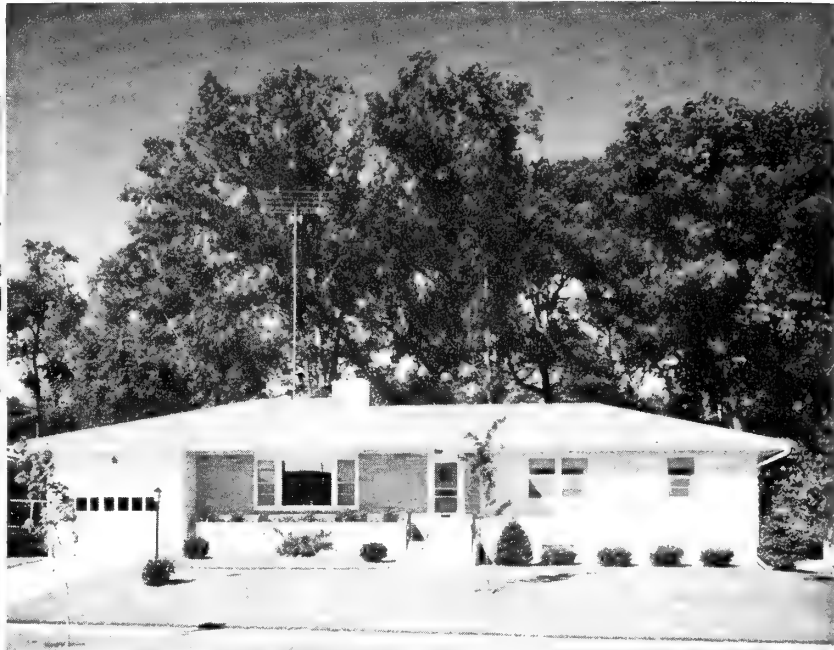


McKAY'S Tender Asparagus

WASHINGTON. A rust-resistant pedigreed Asparagus. As a standard variety for the production of fancy Asparagus for the home or market, it stands ahead of all others in size, vigor, tenderness, quality and rust-resistance.



*Mr. & Mrs. Robert Burns, Madison, Wisconsin.
A distinctive outline due to effective planting.*



Home of Mr. & Mrs. Harold Burgi, Madison, Wisconsin. Accent the contrast of exterior materials with appealing shrubs.

*Home of Victor Kraemer, Plain, Wisconsin.
This beautiful home fits the surroundings because of well planned landscaping.*

McKay's **LANDSCAPED HOMES**

*Home of Parnell Bach, Madison, Wisconsin.
Simplicity and neatness are featured in this planting.*



Home of R. C. Clock, Freeport, Illinois. Inviting entrance planting gives this home a feeling of real warmth.

Home of Victor Kraemer, Plain, Wis. Good design combined with good plant material makes this back yard both functional and beautiful.

Abies	21	Kolkwitzia	8
Acer	34	Ligustrum	9
Almond	8	Lilac	11, 12
Alpine Currant	8	Linden	33
Althea	8	Locust	32
Amelanchier	8	Lonicera	7
Ampelopsis	16	Maple	9, 34
Amygdalus	8	Matrimony Vine	16
Apples	36-38	Mock Orange	10
Arbor-Vitae	18	Morus	34
Aronia	8	Mountain Ash	33
Arrowwood	13	Mulberry	34, 40
Ash	32, 33	Nannyberry	13
Ash, Mountain	33	Ninebark	11
Asparagus	43	Oak	34
Aspen	35	Olive, Russian	11
Barberry	7	Peaches	40
Basswood	33	Pears	41
Beauty Bush	8	Peonies	17
Berberis	7	Philadelphus	10
Betula	32	Picea	23
Birch	32	Pine	22
Bittersweet	16	Plum, Flowering	12
Blackberries	42	Plums	39
Buckthorn	8	Poplar	35
Buddleia	8	Privet	9
Buffalo Berry	8	Prunus	12
Burning Bush	8	Prunus Serotina	35
Butternut	32	Quercus	34
Celtis	32	Quince	9
Cercis	34	Raspberries	42
Cherries	40	Redbud	34
Cherry Plums	40	Rhamnus	8
Chokeberry	8	Rhubarb	43
Clematis	16	Rhus	11
Coralberry	13	Ribes	8
Cornus	9	Roses	26-31
Corylus	9	Rose of Sharon	8
Cotoneaster	8	Russian Olive	11

OUR PACKING AND SHIPPING FACILITIES

We have the most modern building possessed by any nursery in the Northwest. Every tree, plant or shrub is packed under cover with wet moss or similar material, wrapped with waterproof paper and burlap, and then immediately shipped or delivered; thus insuring the minimum of exposure to the trees or plants. We have experienced employes who are trained in the handling of our goods. Our many years' experience in the handling of nursery products enables us to deliver stock that satisfies thousands of customers in all sections of the state.

WE INVITE YOU TO VISIT US

This is a cordial invitation to study each page of this catalog carefully, to order such varieties as you may require with the assurance of receiving thorough satisfaction, and to visit the nurseries or the general offices of the McKay Nursery Company whenever it is convenient for you to do so.

OUR NURSERY

Our nurseries are located at Waterloo, Wis. (see map on rear cover.) There we have over 650 acres of choice farm land, devoted to the growing of hardy nursery stock, particularly adapted to our Wisconsin climate. Our soil is ideal for growing good healthy plants with lots of fibrous roots, that are so essential to the successful transplanting of those plants. We offer our nursery goods to you in the firm confidence that they will give you lasting satisfaction.

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OUR GUARANTEE

We guarantee our stock to be the best quality always, and to be delivered in good condition. We are extremely careful in seeing that all plants and trees are correctly labeled and we hold ourselves prepared to replace, on satisfactory proof, all stock that may prove untrue to the description under which it is sold, or, at our option, to refund the amount paid therefor, but we shall in no case be liable for any sum greater than the amount originally received for said nursery stock.

INSPECTION

Our nurseries are inspected by the state entomologist twice a year, as required by law, and we hold his certificate that our stock is free from injurious insects and contagious diseases.

ABOUT OUR REPRESENTATIVES

The McKay Nursery Company is represented in practically every community of this territory by a man who practices a service creed. These men comprise a group of alert, industrious, helpful representatives of whom this Company is justly proud.

In serving you, each of our representatives is backed by the Company itself, whose officers have had many years of experience in the nursery business, and whose Landscape Department is one of the best staffed in the Middle West. With their help, your questions can be readily answered. With their help, the best of service is assured.

You may know the McKay representative in your neighborhood. If not, we believe it will be worth your while to make his acquaintance. Just drop us a card and we'll be glad to send you his name and address.



A healthy stand of young evergreens pictured in our modern shaded propagating bed.

Careful cultivation adds to the quality of McKay nursery stock.



McKay's

WISCONSIN'S



Mugho Pine (foreground) and Blue Spruce at the McKay Nursery.

*An impressive sight; straight full rows of
Privet A. R. N.*

*Expert
Attention*

**FROM PLANTING
TO WRAPPING**

by Experts!

With over 650 acres devoted to growing hardy nursery stock, we at McKay's can fill any order. We grow a complete assortment of all varieties of trees, evergreens, shrubs, etc., that are adapted to this region. Likewise, we usually have all these plants available in large, medium, or small sizes. Write us or stop in and visit McKay's—Wisconsin's Greatest Nursery!

*Maples, transplanted so as to have enough room
to develop properly into large trees.*



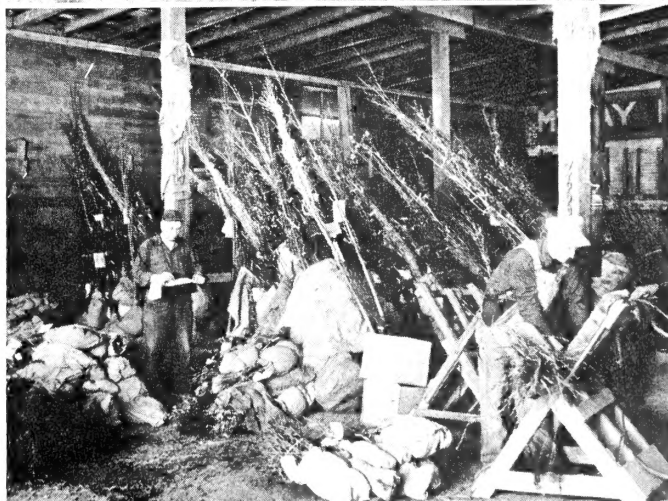
G R E A T E S T N U R S E R Y

*Hard Maples in
our nursery.*



*Hardy evergreens are carefully dug and
burlapped.*

*Roots of trees and shrubs are wrapped with
a generous amount of moss and burlap.*





*Mr. & Mrs. T. Rosenberg, 7402
N. Bell Rd., Milwaukee, Wis.
Selective planting intensifies the
pleasing lines of a home.*

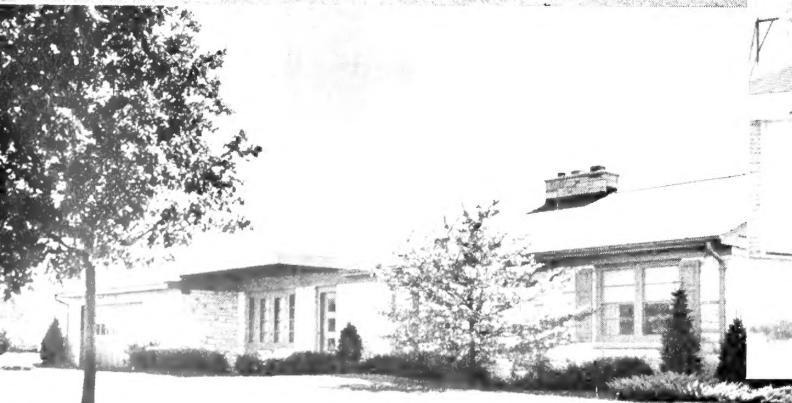
*Home of Mr. & Mrs. Ned G. Schley, 9299 N.
Regent Rd., Milwaukee. Low shrubbery provides
an appealing contrast to the vertical lines of the
house.*



*Home of Mr. & Mrs. R. Bach, 320 E. Glen-
brook Dr., Milwaukee. The long low look is
accentuated by careful planting.*



*Home of H. E. Frey, Milwaukee, Wisconsin
A colorful and attractive entrance planting.*



*Home of Mr. & Mrs. T. Seith, Milwaukee. Skillful use of
evergreens and trees creates an effective foundation planting.*

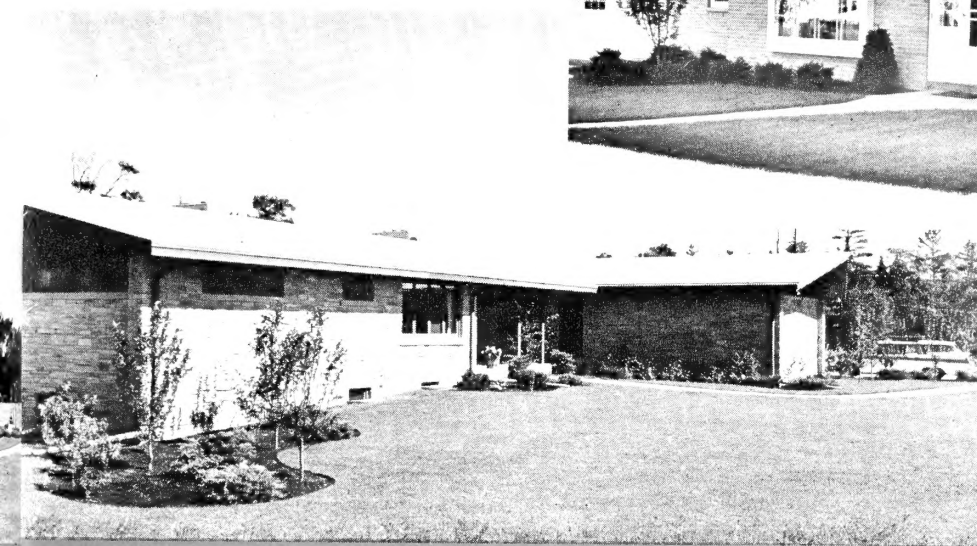


McKay's MILWAUKEE

Home of H. G. Bethune, Jr., Milwaukee, Wis. Well balanced symmetrical planting accents the neat, clean line of this residence.



Home of Mr. & Mrs. R. Eschweiler, 9575 North Regent Rd., Milwaukee, Wisconsin. Shrubbery beds harmonize with the contemporary architecture.



OFFICE

Through McKay's Milwaukee Office headed by graduate landscape architect David H. Spahn, the rapidly increasing business volume of Wisconsin's Metropolitan area is efficiently handled. Mr. Spahn, a graduate of the University of Wisconsin and the McKay representatives who work with him in the Milwaukee area are well qualified to counsel on all phases of planting, institutional as well as residential.



DAVID H. SPAHN
Manager Milwaukee Office

McKAY'S In Milwaukee
5906 N. Port Washington Road
Phone: Edgewood 2-6228



St. Aemilian Home, Milwaukee, Wisconsin. Well planned foundation planting blends this beautiful building with the lawn.

Dominican High School, Milwaukee, Wisconsin. Effective entrance planting accentuates modern building design.



McKay

**NURSERY
COMPANY**

**Invites you to visit
their nurseries at
WATERLOO, WISCONSIN**

